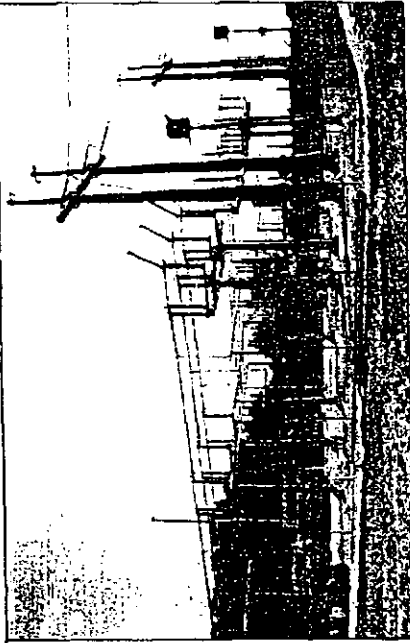




AMERENUE INVITES YOU TO THE
ASHLAND SUBSTATION RIBBON-CUTTING CELEBRATION

JUNE 8TH AT 10:00 A.M.

THE PUBLIC IS INVITED TO ATTEND THE RIBBON CUTTING CEREMONIES

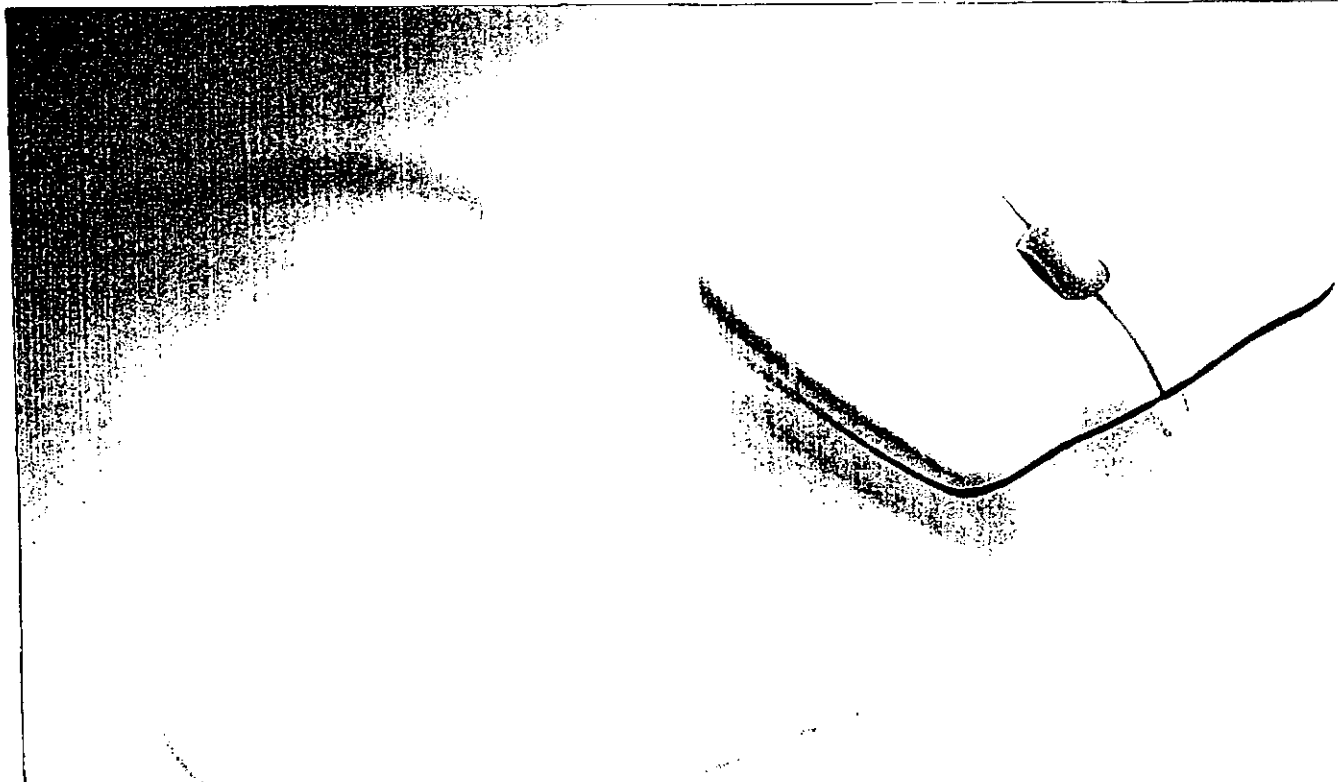
ON THURSDAY, JUNE 8TH AT 10:00 A.M. AT AMERENUE'S NEW LOY MARTIN SUBSTATION.

THE SUBSTATION IS LOCATED NORTHEAST OF ASHLAND, ABOUT ONE QUARTER OF A MILE SOUTH
OF E. LOY MARTIN ROAD, ON THE EAST SIDE OF BOBBIE GARRETT DRIVE.

EMPLOYEES AND EQUIPMENT WILL BE ON HAND FOR DEMONSTRATIONS.

PLEASE JOIN US.





Energy Savings

are just a click away.

Discover ways to save on your energy bill by checking out Ameren's Web-based energy efficiency program — Energy Savings Toolkit.

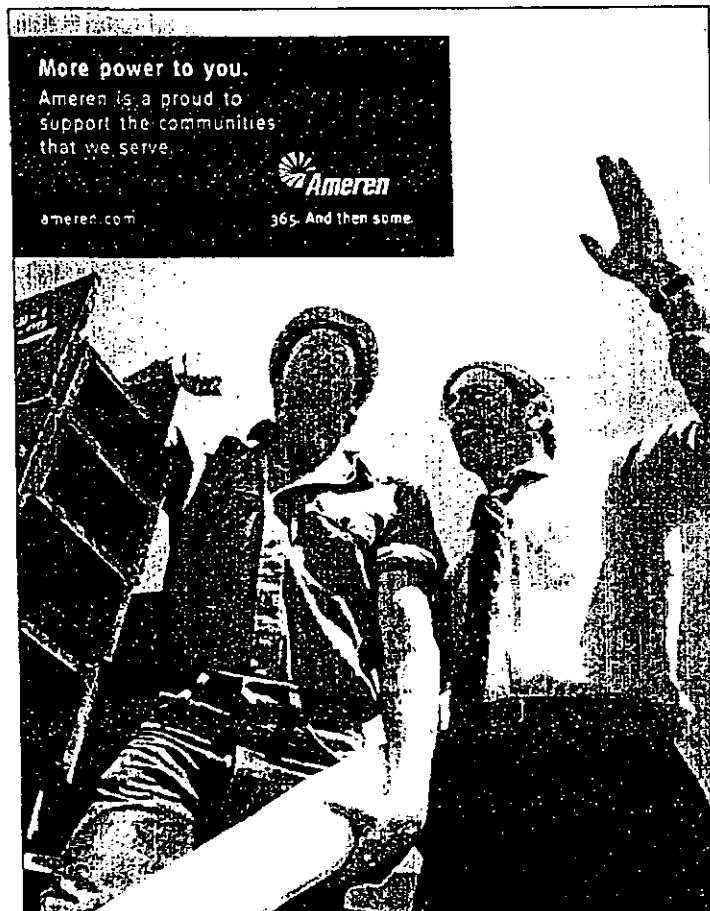
On www.ameren.com you'll learn about the factors behind specific bill differences. You can even calculate the savings potential of energy efficient appliances or find out what portion of your energy use goes to heating, cooling, laundry and other activities.

It's easy, asking only a few questions before offering immediate suggestions. The site is also pegged to AmerenUE-Missouri's actual rates, the weather patterns where you live and your actual usage. The comparisons offered are those of similar homes in a given area, based on AmerenUE rates and weather — again, in the city or county where you live.

Ameren's Energy Savings toolkit, just another way Ameren is working hard for you!

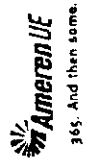
ameren.com





Schedule 2-5

For Electric Service, call
1-800-552-7583.





More power to you.

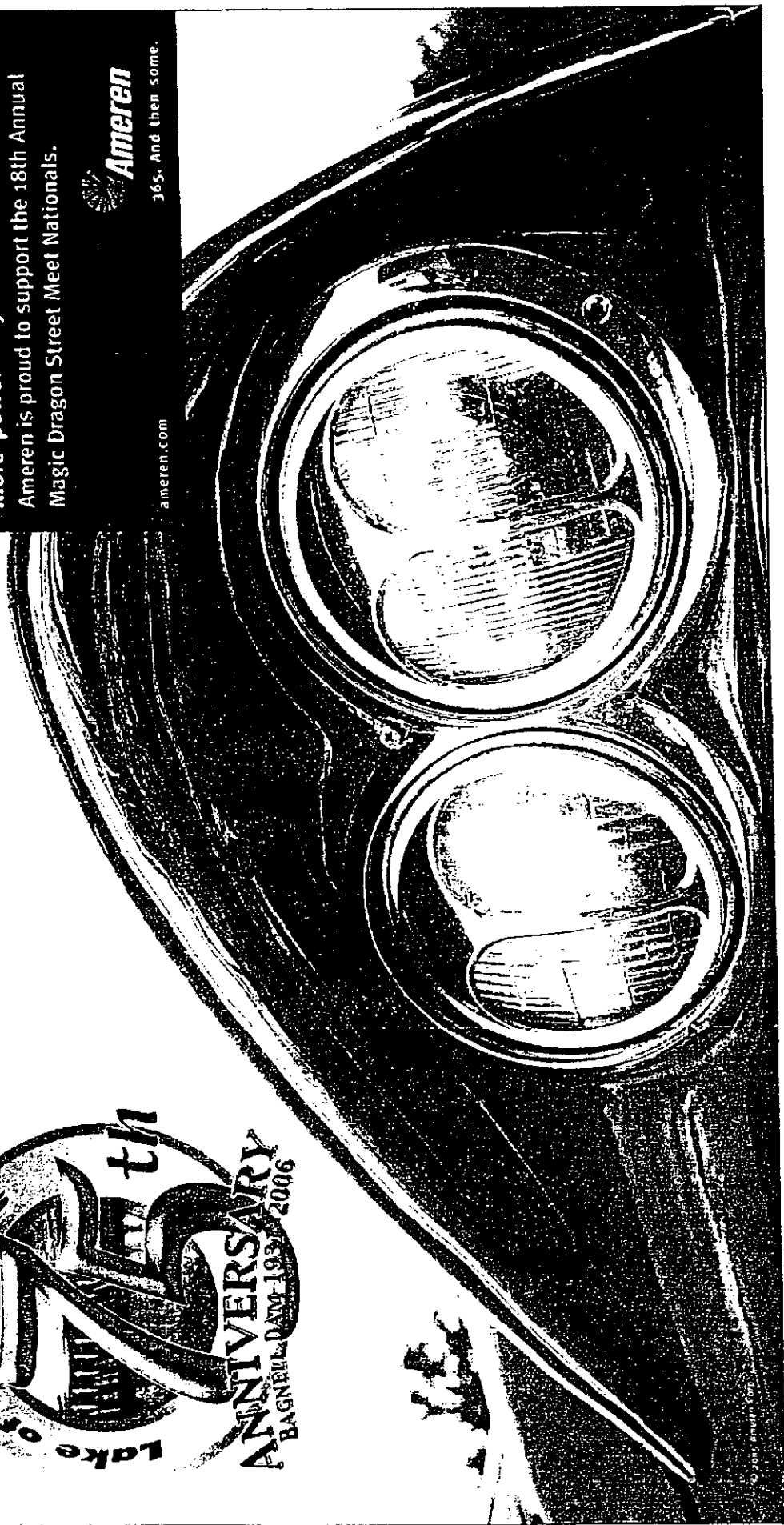
Ameren is proud to support the 18th Annual
Magic Dragon Street Meet Nationals.



Ameren

365. And then some.

ameren.com



More power to you.

Ameren salutes the California Chamber of Commerce for
100 years of service.



ameren.com

100 And then some



Ameren Corp.



Power is Nothing without Passion.

Ameren is proud to support the Urban League.

ameren.com



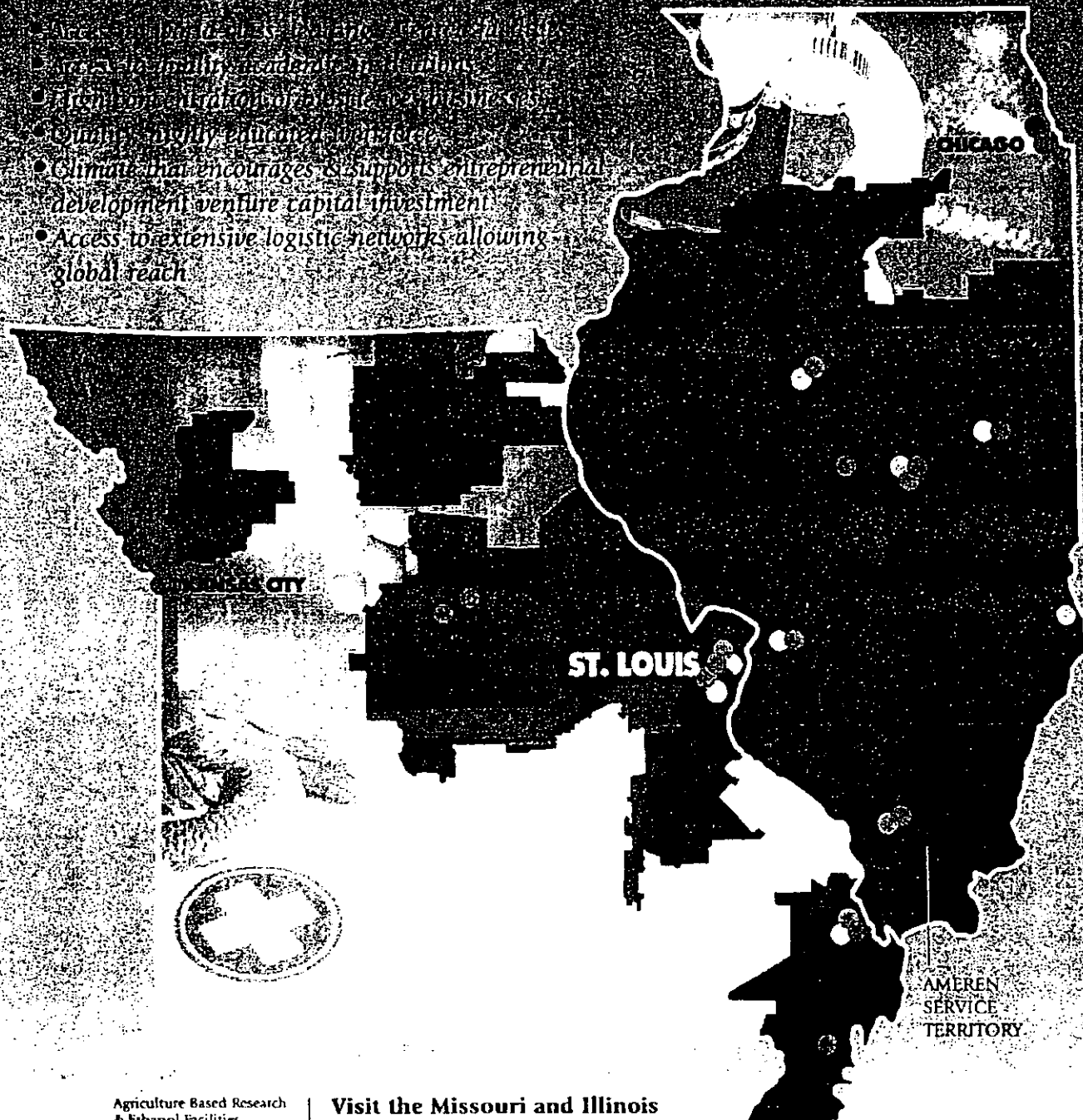
365. And then some.



DISCOVER THE MIDWEST ADVANTAGE.

The Bio Advantage

- Access to the best & brightest talent in the region
- Access to multiple academic institutions
- High concentration of academic & business centers
- Quality, highly-educated workforce
- Climate that encourages & supports entrepreneurial development & venture capital investment
- Access to extensive logistic networks allowing global reach



Agriculture Based Research
& Ethanol Facilities

- Public/Private research, Innovation & Training Centers
- Medical Districts
- Human Genome Project/ Genomic Biology
- Pharmaceutical Industry/Research
- Plant Sciences

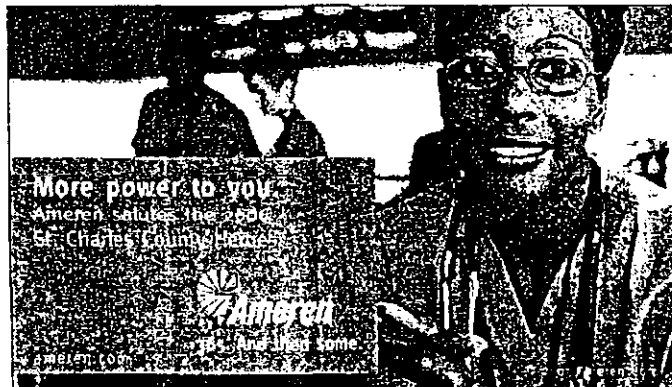
Visit the Missouri and Illinois Pavilions at Bio2006 to discover the bio advantage.

Connect to Ameren, the region's energy provider, for business development assistance by visiting our Web site at www.ameren.com or contacting our development professionals at 800.981.9409



Economic Development

*Development Fuels the Community.
We Fuel the Development.*



Schedule 2-11

More power to you.

Ameren is proud to serve energy today.



ameren.com



More power to you.

Ameren is proud to support the communities we serve.



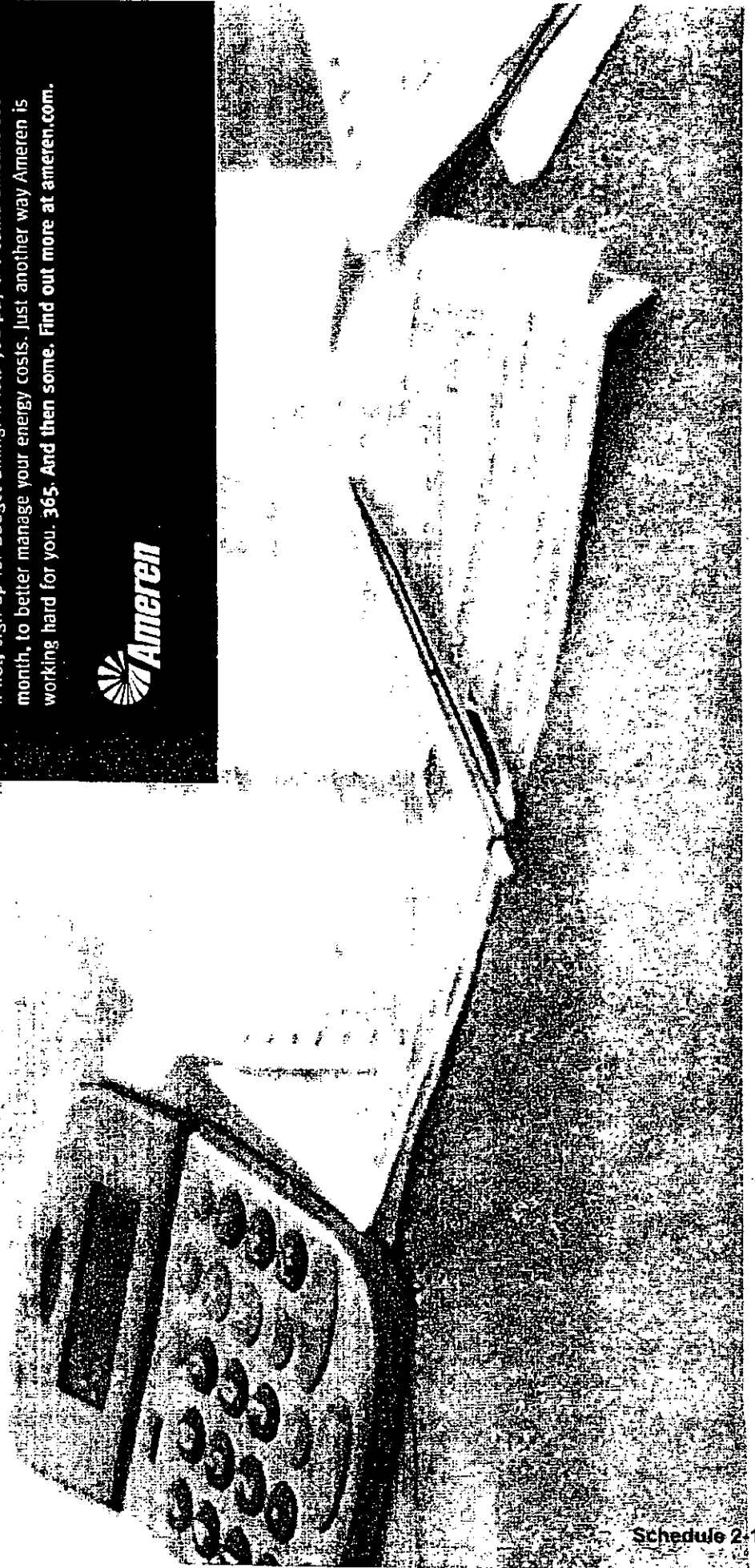
ameren.com

365. And then some.



A fluctuating energy bill is great if you have a fluctuating paycheck to go along with it.

If not, sign up for Budget Billing. It lets you pay the same amount each month, to better manage your energy costs. Just another way Ameren is working hard for you. 365. And then some. Find out more at ameren.com.



ES Budget Billing

AmerenUE's Shoreline Management Program

Helps Protect Your Lake Investment

AmerenUE is Missouri's largest electric utility and their largest distributor of natural gas. It's a natural to think of it only in terms of energy services. But the company also plays a key role in managing and protecting the Lake of the Ozarks, and that role is important to property owners and vacationers alike.

As the owner and operator of Ragdoll Dam and the Omega Power Plant, which create the Lake of the Ozarks, AmerenUE provides certain shoreline management services under provisions of the federal license for those facilities. The company's responsibilities include regulating docks, seawalls and other shoreline structures, to ensure that they don't become an environmental hazard, or obstruct navigation. It's a threat to the safe operation of the dam.

AmerenUE maintains a Shoreline Protection Hotline that law residents and visitors can call to report pollution problems, debris, docks or other concerns affecting the lake. The number is (573) 366-2323.

If you know a problem is within the jurisdiction of a particular agency, such as the Missouri State Water Patrol or Missouri Department of Conservation, AmerenUE urges you to call that agency. But if you don't know who has jurisdiction, a call to the hotline will ensure that your information goes to the right place.

AmerenUE also sponsors the annual International Adopt the Shoreline Program. Modeled after the Missouri Department of Transportation's Adopt-a-Highway program, this program enables interested organizations and individuals to "adopt" sections of shoreline for litter control.

Dock Permits Required
AmerenUE regulates docks through a permit program aimed at ensuring that each dock meets adequate construction standards for the climate and wave action that they encounter at the Lake of the Ozarks. The permits also are designed to ensure that placement of these structures does not interfere with navigation and other uses of the lake.

Permits are required for all docks on the lake, and the permit number must be posted on the lake rule in a location must visible from the channel or cove. When a dock changes ownership, the permit must be transferred to the new owner through AmerenUE.

If you make a modification to an existing dock, such as adding an additional boat slip, a permit modification is necessary.

Choose a Certified Dock Builder
If you are installing a new dock or making modifications or repairs to an existing dock, the easiest way to make sure the project is done correctly is to choose a Certified Dock Builder. These are lake area dock builders whose work is certified to meet AmerenUE standards.

Property owners can build or modify their own docks if they obtain the proper permits and the work adheres to AmerenUE's specifications. The company periodically inspects dock work done by property owners to ensure compliance.

You can get a current list of Certified Dock Builders by calling AmerenUE's Shoreline Management Office at (573) 365-8212.

Other Projects that Require Permits
Besides dock permits, there are also permits for a range of other projects that impact the shoreline. These include seawalls and other forms of bank stabilization, such as "rip rap" (large rocks placed along the shoreline to prevent erosion), docks that extend over the water, and dredging.

For complete permit information, a list of applicable permit fees, and permit applications, visit the AmerenUE website, www.amerenue.com. Click on "Environment."

Then look under "Lake of the Ozarks." Permit applications for such docks would require review by the Missouri Department of Natural Resources, Missouri Department of Conservation, Missouri State Water Patrol and any other appropriate agency deemed necessary by AmerenUE to ensure that these docks do not adversely impact the lake's environment. Call (573) 365-8212.

New Shoreline Management Plan
In August, 2000, AmerenUE introduced a new Shoreline Management Plan. Linked closely with the rebuilding of Ragdoll Dam and the Omega Power Plant, the plan describes permitting and shoreline development policy for the 40-year term of the new license Agreement. It has requested from the Federal Energy Regulatory Commission (FERC).

Among the changes are new standards to protect sensitive environmental, biological, cultural and cultural areas, and preserve shoreline vegetation. The plan would also change the permit approval process for docks with 10 or more boat slips.

Permit applications for such docks would require review by the Missouri Department of Natural Resources, Missouri Department of Conservation, Missouri State Water Patrol and any other appropriate agency deemed necessary by AmerenUE to ensure that these docks do not adversely impact the lake's environment.

The changes would become effective upon FERC approval of a new license for the dam and power plant, expected in early 2003.

You can view the new shoreline management plan in the "Environment" section of the AmerenUE web. Under "Lake of the Ozarks," click on "Proposed New Shoreline Management Plan" and "Proposed New Permit Guidelines" for complete details.

AmerenUE provides information at the Lake

Shoreline Management Office	(573) 365-8212
Lake and Shoreline Protection Hotline	(573) 365-8203
Lake Level Information	(573) 365-5205
Adopt-a-Shoreline Program	(573) 365-8214
AmerenUE Customer Service (toll free)	(800) 550-7950
E-mail Address	lake@amerenue.com
AmerenUE Web Site	www.amerenue.com



805 0094

Meet some of the community's most powerful building blocks.

You see the tools of our trade everywhere. But there's more that you don't see. Our knowledge of the community. Resources that only we can offer, as the region's largest utility. Partnership with state and local leaders. And a track record of bringing industry here for the common good. Find out how Ameren Economic Development can help your company be a part of St. Charles County. Visit ameren.com or call 1-800-981-9409.



© 2005 Ameren Corp.



**AmerenUE Customers Can Now Make
Their Energy Payments at**

Hickman's IGA West Plaza

500 W. Jackson

Mexico, MO 65265

573-581-5520

Energy Payments are accepted
from 7 a.m. — 10 p.m.
Sunday — Saturday



www.ameren.com

Date: July 11, 2005
Client: Ameren
Job: Dollar More 2005 Campaign
Job #: 2992
Version: 1/ss

"Dollar More" Summer 2005 Campaign – Radio Tag Copy, :07 & :15 Versions

:15 BILLBOARD COPY

ANNCR: Everybody complains about the heat. Here's your chance to do something about it. Check the Dollar More box on your Ameren bill. And donate a dollar a month to help needy seniors and families keep their air conditioning running through the long hot summer ahead.

:07 BILLBOARD COPY (two versions)

ANNCR: Turn down the heat on the St. Louis summer. Check the Dollar More box on your Ameren bill. And help those in need stay cool.

ANNCR: It's cool to care. So remember to check the Dollar More box on your Ameren bill. And help provide air conditioning for those who need it most.

AMEREN
DIRECT PAY CAMPAIGN
"Do Nothing" :60
10/26/05 Revised

SFX: HOLIDAY MUSIC

ANNCR: Over the holidays, we usually help those in need by
doing more.

We make more donations.

We volunteer more of our time.

And we give away more food, coats, hats and gloves.

But this year, with the help of Ameren, you can help
others by doing less.

Leave your elf shoes on the shelf.

And take it easy.

Just sign up for Ameren Direct Pay, and we'll donate
\$10 to the Salvation
Army Tree of Lights. Direct Pay is easy, because your
utility payment comes
straight out of your checking or savings account on
the exact day that
it's due, not before. And you'll always get a notice
in the mail well in
advance, letting you know the amount.

Remember those in need this year. And do more, by
doing less. Sign up for
Ameren Direct Pay, at ameren.com.

And have a very happy (and easy-going) holiday season.

Ameren. 365. And then some.

"Home Show"

:60

Bob: Hi, we're here today with Jim. Jim's improving his living room. He's starting with the walls. Tell us what we've got here, Jim.

Jim: Well, Bob, we've got some nice, plaid wallpaper that I think will breathe new life into this room.

Bob: I see, Jim. I also notice your technique for applyi—now wait just a paint-dryin' second. What's this you're doing?

Jim: I'll tell you what I'm doing, Bob. I'm wallpapering over my thermostat.

Bob: Why's that, Jim?

Jim: I'll tell you exactly why, Bob. Fluctuating energy bills.

Bob: Fluctuating energy bills?

Jim: The way I figure, Bob, if no one can get to it, no one can tinker with it.

Bob: And in the Summer, Jim? . . .

Jim: Uh . . .

Bob: Why not just sign up for Ameren's Budget Billing, Jim?

Jim: Hmm, what's that, Bob.

Bob: Well, Jim, it's a better alternative than wallpapering over your thermostat. Budget Billing is a simple, easy way to manage those energy bills that can be down one month and up the next.

You see, Jim, with Budget Billing, you pay a predetermined, level amount, regardless of your energy usage.

Jim: Thanks, Bob.

Bob: Find out more at Ameren, dot com, Jim.

Jim: Will do, Bob.

Ancr: Just another way Ameren is working hard for you. Ameren. Three, sixty-five. And then some.

Ameren
Weather Radio Promo
"Information" :60
5/10/06

ANNCR: To make sure you're ready when and if a violent storm hits, there are a few things you'll want to have on hand.

A first aid kit, for instance. A flashlight and extra batteries. Water and canned goods.

But as important as those things are, there's another item you absolutely can't do without:

Information.

And right now, Ameren is making it easier than ever to make sure you get it thanks to the free weather radio we'll give you when you sign up for Budget Billing or Direct Pay.

Billing Budget Billing smooths out high use peak periods by allowing you to pay a regular monthly amount. And Direct Pay is an easy way to pay your bill automatically from your bank account.

Plus, when you sign up online, you'll get the free weather radio to stay on top of changing conditions, and get the information you need to help you avoid disaster when violent weather hits.

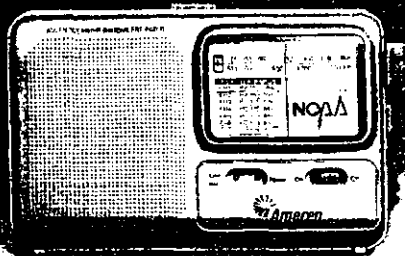
For more information on Budget Billing and Direct Pay from Ameren and to sign up for your free weather radio, go to Ameren.com/WeatherRadio.

Ameren. 365 and then some.

Stay on top of changing weather conditions and way ahead of potential disaster with a weather radio from Ameren. It's yours free when you sign up online for Budget Billing or Direct Pay. Budget Billing smooths out high use peak periods by allowing you to pay a regular monthly amount. And Direct Pay makes payment easy by automatically deducting it from your bank account. To better manage your Ameren bill, and to get a free weather radio in the process, just go to Ameren.com/WeatherRadio.



FREE NOW.



PRICELESS WHEN A STORM HITS.

ameren.com

*Limit one radio per customer.

Client / Ameren
Ad # 3655A1
Title / "Free NOW"
Media / DTV Newspaper
Size / 11.625" x 14"

Page / Various

Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / Evan Willnow
Art Director / Scott Lawson
Copywriter / Mike Dillon
Acc Manager / Jennifer Smith
Date Prepared / 05/22/2006

Prepared by



moderate / lowland

© 2006 All rights reserved. No. 2-10-000

ameren.com

© 1995 Ameren Corp.



**Reliable, affordable electricity.
All in a day's work.**

We work hard every day to ensure our customers have the most reliable energy service at the lowest possible cost. Since 1998, we've invested nearly \$2.6 billion in infrastructure improvements and system maintenance to enhance reliability in Missouri and Illinois.

At Ameren we look forward to serving you today, and for all those days to come.



Ameren
365. And then some.

Client: Ameren Corp
Ad#: 13476A1
Title: Reliable
Media: AC Magazine
Size: 8.5" x 5.25"
Pub: /tronton Mountain Echo

Prod Manager: Cheryl Sparks
Traffic: Kathy Goebel
Digital Artist: Scott
Art Director: Liz Forsythe
Copywriter: Bill Eckhoff
Account Manager: Jen Smith/Jim Sneppeler
Date Prepared: 12/09/2006

Prepared by



rogers/johnson

DESIGN AND DIGITAL ARTISTS: J. L. SMITH, JUNE

Schedule 2-23



Customer satisfaction. A key measure of excellence.

Congratulations to our Customer Contact Center Employees. Thanks to you, Ameren is one of a few energy companies in the country to be recognized by J.D. Power and Associates for "An Outstanding Customer Service Experience." And while we're not in this for the trophies, we humbly accept. Now let's get back to work keeping costs down.



ameren.com

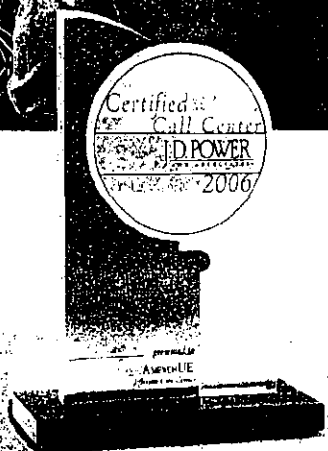
Client: Ameren Corp.
Ad#: 13459C2
Title: Satisfaction/St. Louis (UE)
Media: B&W Newspaper
Size: 7.708" x 13"
Pub: Various Papers

Prod. Manager: Khervil Sparks
Traffic: Kathy Goebel
Digital Artist: Rayne A.
Art Director: Liz Forsythe
Copywriter: Michael McCormick
Account Manager: Ben Smith/Jim Groeppler
Date Prepared: 12/15/2006

Prepared by

rodgers@inwood.com
© 2006 All rights reserved. 314.239.1000

Schedule 2-24



Customer satisfaction. A key measure of excellence.

Congratulations to our Customer Contact Center Employees. Thanks to you, Ameren is one of a few energy companies in the country to be recognized by J.D. Power and Associates for "An Outstanding Customer Service Experience." And while we're not in this for the trophies, we humbly accept. Now let's get back to work keeping costs down.



Client: Ameren Corp.
Ad#: 13659C1
Title: Satisfaction/Jefferson City (UE)
Media: B&W Newspaper
Size: 7.708" x 13"
Pub: Various Papers

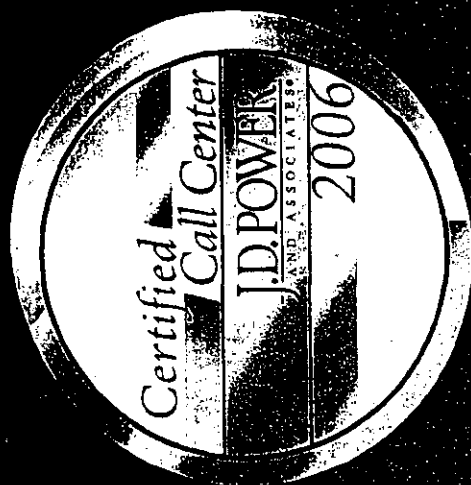
Prod. Manager: Cheryl Sparks
Traffic: Kathy Goebel
Digital Artist: Jayne A.
Art Director: Liz Forsythe
Copywriter: Michael McCormick
Account Manager: Ben Smith/Jim Stopppler
Date Prepared: 1/3/2006



© 2006 ALL RIGHTS RESERVED. 314.476.6440

Schedule 2-25

Customer satisfaction.
A key measure of excellence.



"An Outstanding Customer Service Experience" For J.D. Power and Associates Certified Call Center ProgramSM information, visit www.jdpower.com or call 1-866-842-7548.

Client: Ameren
Job #: 315532
File: JP Powers Ameren
Media: 4 Color Banner
Size: 13.75" x 4.125"
1/4" x 4.25" BLEED

Designed by: Rogers & Hammerhead
Created by: Cheryl Sparks
Talent: Kathy Goebel
Design: Amy Smith/Layne A.
Art Director: Liz Forsthe
Copywriter:
Account Manager: Ben Smith
Date Received: 3/16/2006

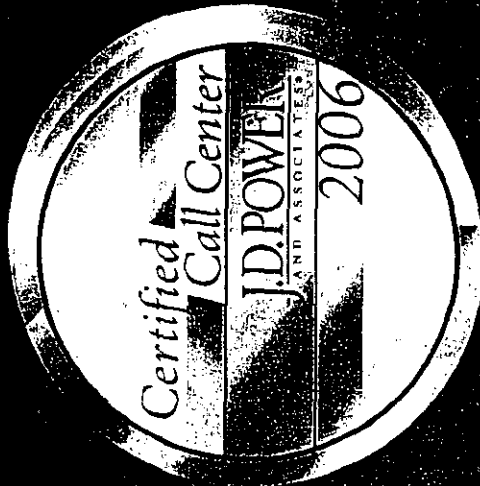


**Customer
Satisfaction.
A Key
Measure Of
Excellence.**



*An Outstanding Customer Service Excellence®
For J.D. Power and Associates Certified Call Center Program. Information, visit www.jdpower.com or call 1-800-822-7249.

Customer satisfaction. A key measure of excellence.



"An Outstanding Customer Service Experience"

For J.D. Power and Associates Certified Call Center Program information, visit www.jdpower.com or call 1-866-842-7548.

Client / Ameren

Job# / 3459

File / JP Powers_Customer Satisfaction QD

Media / 4-Color Outdoor Board

Size / 48" x 14" TRIM

48.5" x 14.5" BLEED

Prod Manager / Cheryl Sparks

Traffic / Kaitly Goebel

Digital Artist / Jayne a.

Art Director / Liz Forsythe

Copywriter /

Acct Manager / Jen Smith

Date Prepared / 3/13/2006

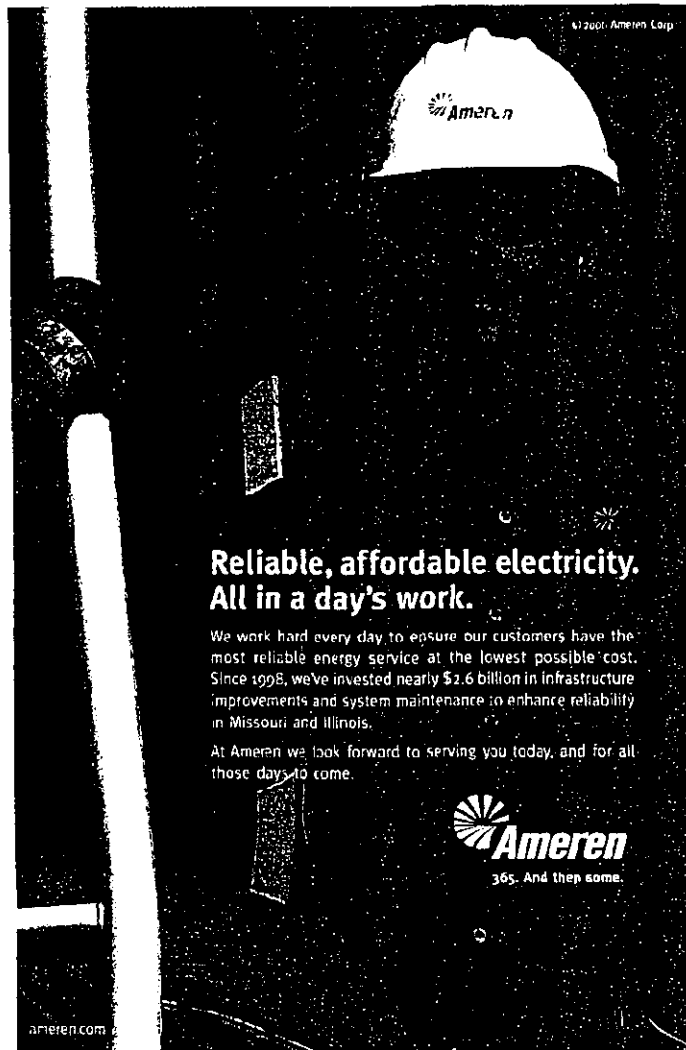
Prepared by



radgers/townsend

© 2006. All rights reserved. 314.338.9960

©2006 Ameren Corp.



**Reliable, affordable electricity.
All in a day's work.**

We work hard every day to ensure our customers have the most reliable energy service at the lowest possible cost. Since 1998, we've invested nearly \$2.6 billion in infrastructure improvements and system maintenance to enhance reliability in Missouri and Illinois.

At Ameren we look forward to serving you today, and for all those days to come.


365. And then some.

ameren.com

Client: Ameren Corp
Ad#: 13417A1
Title: Reliable
Media: CC
Size: 7.5" x 8.5"

Pub: Tulsa State Fair Program

Prod Manager: Cheryl Sparks
Traffic: Kathy Goebel
Digital Art: Smith
Art Director: Liz Forsythe
Copywriter: Bill Eckloff
Art Manager: Ben Smiley/Art Stockpile
Date Prepared: 12/09/2006

Prepared by



ROGERS JOHNSON

© 2006. All rights reserved. 116.438 0000

Meet some of the community's most powerful building blocks.

You see the tools of our trade everywhere. But there's more that you don't see. Our knowledge of the community. And resources that only we can offer, as the region's largest utility. At Ameren, we're proud to be one of greater St. Louis' Top 50 businesses that are helping to shape the region's future. Find out how we can help your company be a part of it. Visit ameren.com or call 1-800-981-9409.



Client / Ameren
Economic Development
Ad # / 3371A1
Title / Building Blocks
Media / 4-color
Size / 7.5" x 10"
Pub / STL Commerce Magazine

Print Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / SMH
Art Director / Chris Tauricchio
Copywriter / Kay Cochran
Acct Manager / Jen Smith
Date Prepared / 12/22/2005

DESIGNED BY



reagers/townsend

CREATIVE: AMERICA'S COMMUNITY 12.22.05

Meet some of the community's most powerful building blocks.

You see the tools of our trade everywhere. But there's more that you don't see. Our knowledge of the community. And resources that only we can offer, as the region's largest utility. At Ameren, we're proud to be one of greater St. Louis' Top 50 businesses that are helping to shape the region's future. Find out how we can help your company be a part of it. Visit ameren.com or call 1-800-981-9409.



©2005 Ameren Corp.

St!Louis
Agency General, Non-Exclusive Relationship

Client / Ameren
Economic Development
Ad# / 3324A1
Title / Building Blocks
Media / BW
Size / 5.0625" x 6.625"
Puo / St. Louis Business Intl

Prod. Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / SMH
Art Director / Chris Taurisano
Copywriter / Kay Cochran
Acct Manager / Jen Smith
Date Prepared / 12/02/2005

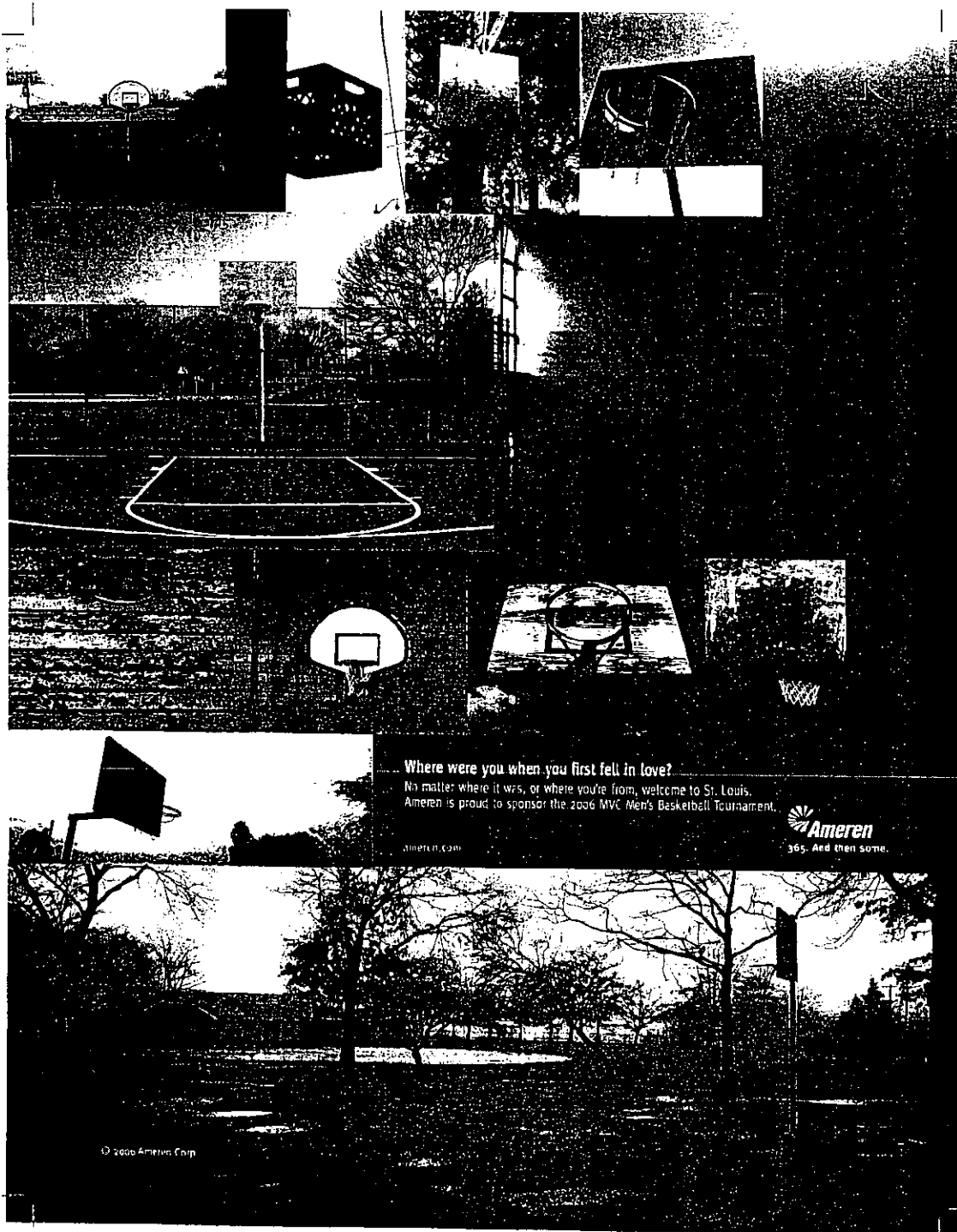
Prepared by



rogers/townsend

©2005. All rights reserved. 332.435.9960

Schedule 2-31



Where were you when you first fell in love?

No matter where it was, or where you're from, welcome to St. Louis.
Ameren is proud to sponsor the 2006 MVC Men's Basketball Tournament.

ameren.com

Ameren
365. And then some.

© 2006 Ameren Corp.

Client / Ameren
Ad # / 3287
Title / Fell 'n Love
Media / i/c full program ad
Size / 8.5" x 11" TRIM
Bleed / 0.25" x 0.25" BLED - 7.25" x 10.25" LIVE
Pubs / The Valley

Prod Manager / Cheryl Sparks
Traffic / Kathy Guebel
Digital Artist / Jayne L.
Art Director / Scott Lawson
Copywriter / Mike Dillon
Acct Manager / Jen Smith/jms
Date Prepared / 1/20/06

Prepared by:



ray@gers/johnson

© 2006 All rights reserved. All other marks.

Schedule 2-32

Power is nothing without passion.
Ameren is proud to support the 2006 State Farm U.S. Figure Skating Championships.

ameren.com



© 2006 Ameren Corp.

Client: Ameren Corporation
Ad#: 1185A1
Title: 06 Skating BW
Media: BW Newspaper
Size: 5.75" X 10"

Prod. Manager: Cheryl Sparks
Traffic: Kathy Gabel
Digital Artist: Jayne B.
Art Director: Jenny Stornio
Copywriter: Jake Edinger
Acc'l Manager: Jim Stoeppeler/lenSmith
Date Prepared: 01/03/06

Prepared by



rogers/jamieson

© 2006 All rights reserved. T&E 4/05/06

Schedule 2-33

Power is nothing without passion.
Ameren is proud to support the 2000 State Farm U.S. Figure Skating Championships.

ameren.com



Client / Ameren Corporation
Ad # / 398581
Title / 06 Skating
Media / Program Ad 4C
Size / 7.375" x 9.875"

Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / Jayne A
Art Director / Jenny Stanton
Copywriter / Jake Edinger
Acc Manager / Jane Stoeppeler/Ann Smith
Date Prepared / 10.17.05

Prepared by



redgers/downdown

©2005 All rights reserved. 116 436 9980

This holiday season, take it easy.

Ameren Direct Pay. With no effort from you, your utility payments come straight out of your checking account. And we'll donate \$10 to the Salvation Army when you sign up. For details, go to ameren.com.



Client / Ameren Corporation
Ad # / 317361
Title / Holiday Season
Media / BSW Newspaper
Size / 7.708" x 13"
Publ / Various Papers

Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Design Artist / Jayne M.
Art Director / Tim Varner
Copywriter / Kay Enchian
Acct Manager / Jen Smith
Date Prepared / 11.07.05

Prepared by



rogers/johnson

Books: All rights reserved. 1-800-665-5555

This holiday season, take it easy.

Ameren Direct Pay. With no effort from you, your utility payments come straight out of your checking account. And we'll donate \$10 to the Salvation Army when you sign up. For details, go to ameren.com.



© 2005 Ameren Corp.

Client / Ameren Corporation
Ad # / 312341
Title / Holiday Season
Media / B&W Newspaper
Size / 7.708" x 13"
Pub / Various Papers

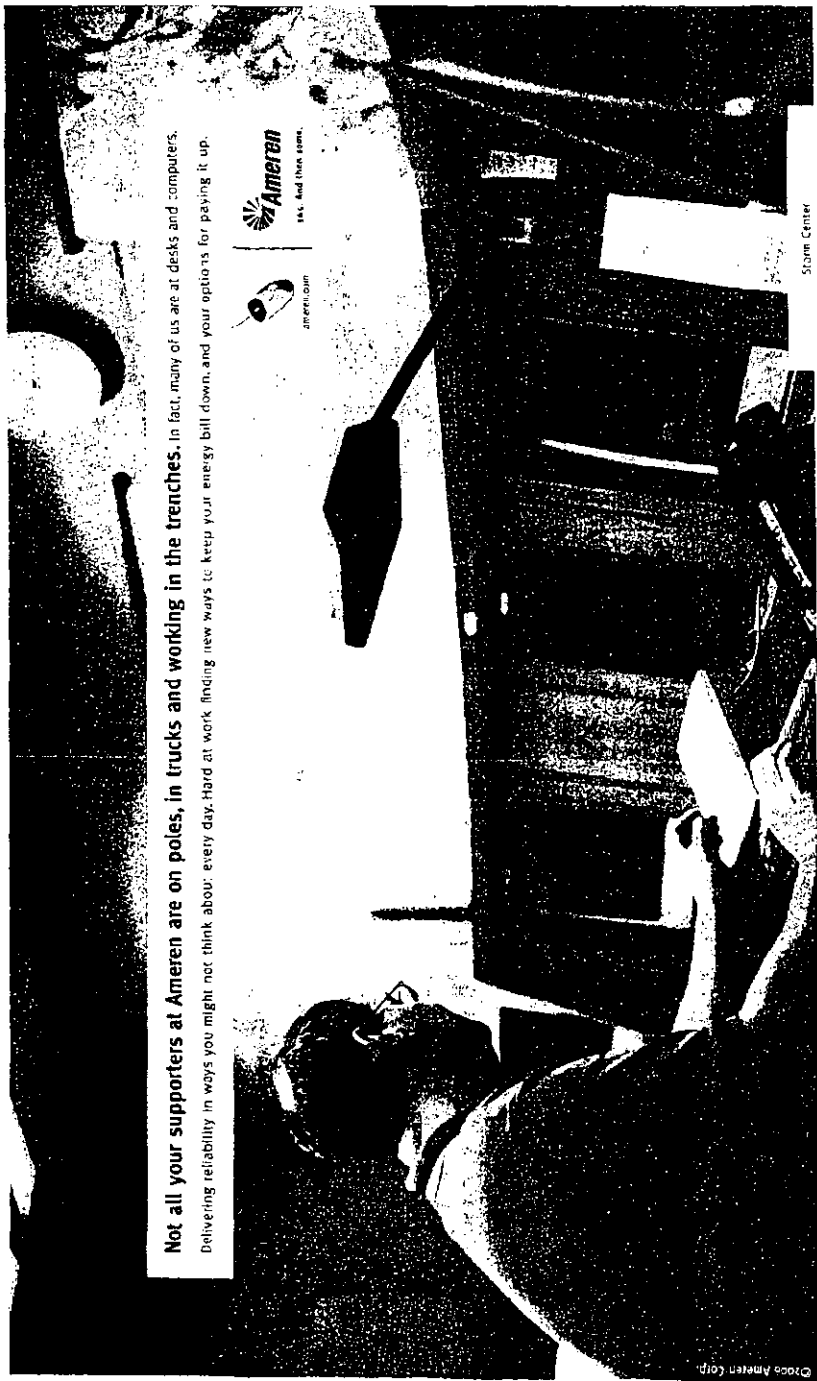
Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / Jayne A.
Art Director / Tim Varner
Copywriter / Kay Cochran
Acct Manager / Jen Smith
Date Prepared / 11.07.05

Prepared by



rodgers/townsend

© 2005. All rights reserved. 312 341 9900



Not all your supporters at Ameren are on poles, in trucks and working in the trenches. In fact, many of us are at desks and computers. Delivering reliability in ways you might not think about: every day. Hard at work finding new ways to keep your energy bill down, and your options for paying it up.



©2006 Ameren Corp.

Storm Center

317201-Suppliers_11 6287.indd 1

Printed by: Cheryl Sparks
 Title: Kathy Goebel
 Digital Artist: Rob Blackwell
 Art Director: Luke Partridge
 Designer: Michael McGinnis
 Art Manager: Jennifer Smith
 Date Prepared: 05/28/2006



Schedule 2-37

7/19/06 2:40:33 PM



Some of us are here to keep your power up. Others, to keep your costs down. Whenever you think of Ameren, you probably imagine the Ameren you see — trucks and linemen bringing power to your door. But the rest of us are behind the scenes, always working to keep your bills down



365 And there's more

ameren.com

Dispatch Operations

7/19/06 2:47:53 PM

Prod Manager / Cheryl Sparks
Traffic / Kathy Gochel
Digital Artist / Robb Blackwell
Art Director / Luke Partridge
Copywriter / Michael McCormick
All Manager / Jennifer Smith
Date Prepared / 07/18/2006

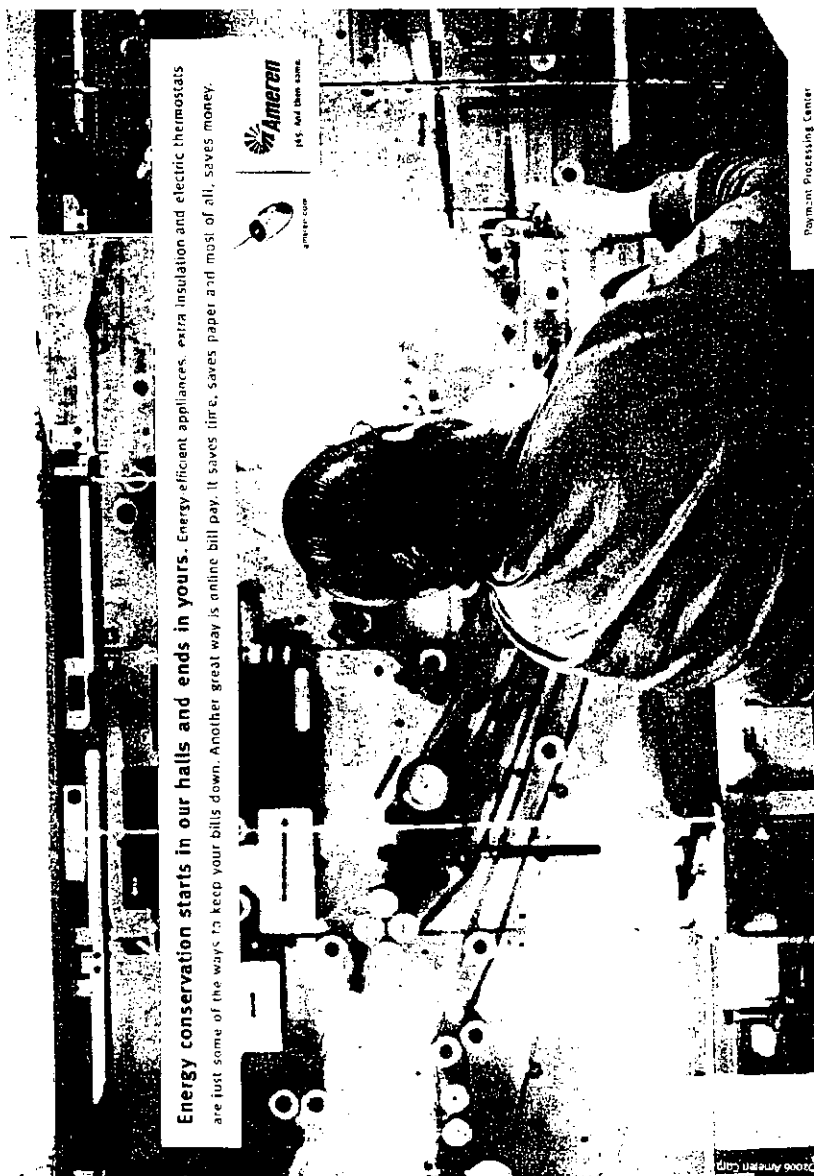


Prepared by

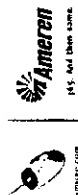
31728-PowerUp.11.623.r.indd 1

Client / Ameren
Date / 11/2/06
File / Power Up
Week / BAW Newspaper
Size / 11.623 x 17"
Job / Various

Schedule 2-38



Energy conservation starts in our halls and ends in yours. Energy efficient appliances, extra insulation and electric thermostats are just some of the ways to keep your bills down. Another great way is online bill pay. It saves time, saves paper and most of all, saves money.



Payment Processing Center

7/10/06 2:47:29 PM

3172A2-0777_10x7.indd 1

Client: Ameren
Ad#: 3172-A2
Title: Energy Conservation
Media: B&W Newspaper
Size: 10"x7"
Pub: African American Voters

Prod Manager: Cheryl Sparks
Traffic: Kathy Goebel
Digital Arts: Robb Blackwell
Art Director: Luke Parrinello
Copywriter: Michael McCormick
Account Manager: Jennifer Smith
Date Prepared: 05/04/2006

Prepared by



© 2006 All rights reserved. No part of this

© 2004 Ameren Corp.

**Everyone grew up building with logs.
We just never stopped.**

Our project: building a community. Through partnerships between industry, state and local leaders. And unparalleled resources as the region's largest utility. Find out how we can help your company find success. Visit ameren.com



© 2005 Ameren Corp.

**Everyone grew up building with logs.
We just never stopped.**

Ameren proudly salutes Dexter industry for
continuing to build, grow and prosper.



Client / Ameren
Economic Development
Ad# / 3142A1
Title / Building with Logs
Media / BW
Size / 5.75" x 5"
Pub / Dexter Statesman

Prod. Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / SMH
Art Director / Chris Taurisano
Copywriter / Kay Cochran
Acct. Manager / Chace MacMullan/Jim Stoeppler
Date Prepared / 9/01/2005

Prepared by



rogers/townsend

© 2005 All rights reserved. 314.436.9060

Schedule 2-41



A fluctuating energy bill is great if you have a fluctuating paycheck to go along with it.

If not, sign up for Budget Billing. It lets you pay the same amount each month to better manage your energy costs. Just another way Ameren is working hard for you. Find out more at ameren.com/365. And then some.



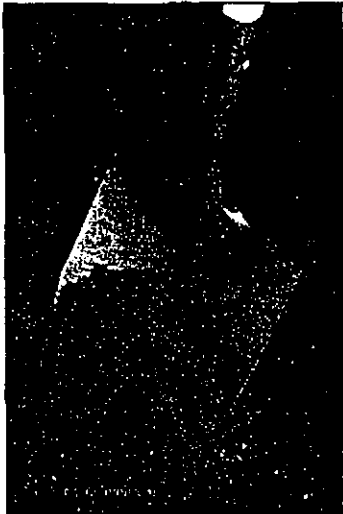
Client: Ameren Corporation
 Ad#: 13165A1
 Title: Energy Bill
 Media: 68 W Newspaper
 Size: 11.625" x 15"
 Pgs: Various Pages

Prod Manager: Cheryl Sparks
 Train: Kathy Goodell
 Digital Artist: Robb Blackwell
 Art Director: Adri Turella
 Copywriter: Julie Edinger
 Account Manager: Jennifer
 Date Prepared: 03/11/2006



Budget Billing
 Gas Customers

Various Newspapers



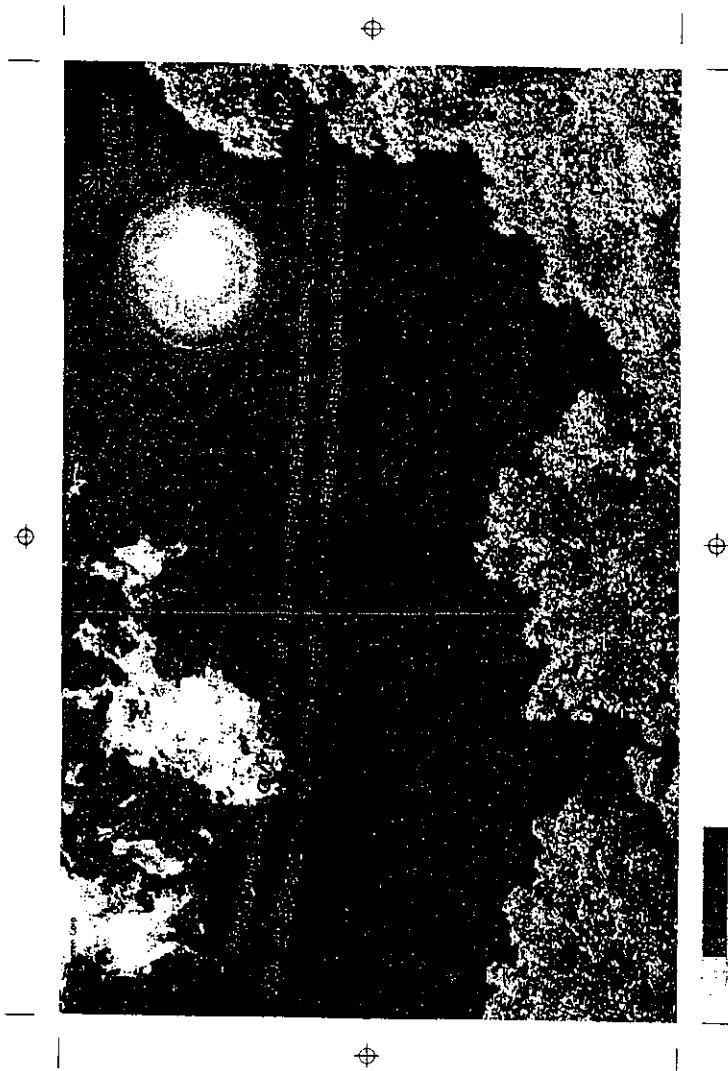
Spring brings perfect weather for kite-flying, home improving and tree planting.

But the month also ushers increased risk of injury from activities in or around power lines. Please be cautious around power lines. And call 1-800-DIG-RITE before you dig.


365. And then some

ameren.com

Schedule 2-43



Prepared By

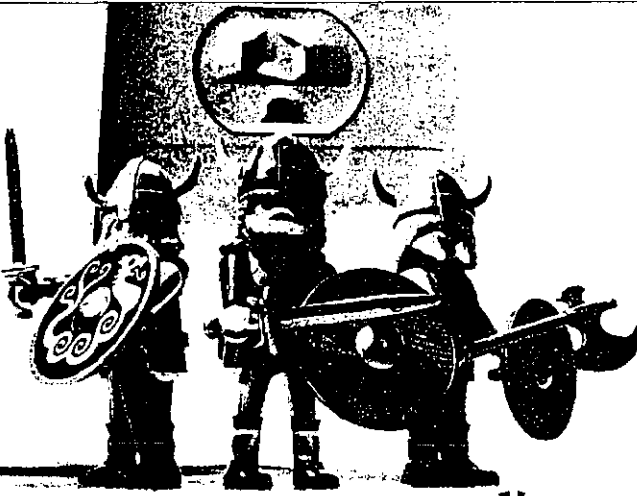
 Rodgers Lawnsand
 8001 N. UNIVERSITY AVE. TULSA, OK 74114

Pub. / ATIS Alive

Paul Mader / Cheryl Sparks
 Digital Art / Kathy Goebel
 Art Director / Jim Varner / Luke Partridge
 Designer / Kay Cochran
 Art Manager / Chae M. McMillen
 Date Prepared 10/6/66

Client / American
 Electric Safety
 A/E / 13801
 Title / Springline
 Media / BW Newspaper
 Size / 7.25" x 5"

Schedule 2-44



Keep children away from outlets. A friendly reminder from **Ameren**
365. And then some.

ameren.com ©2006 Ameren Corp.

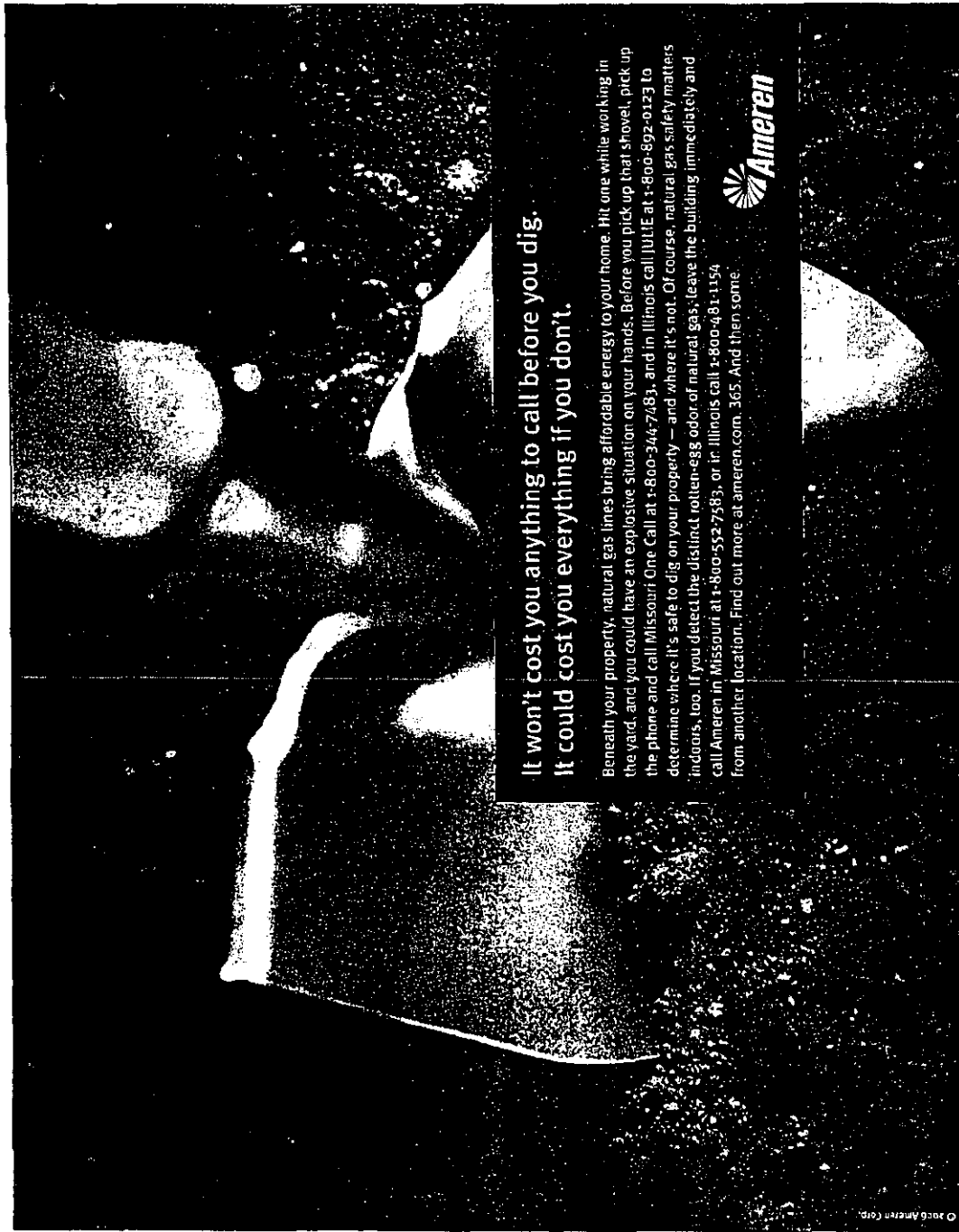
Client / Ameren
Ad# / 328561
Title / "Children"
Media / QW Newspaper
Size / 7.708"x5"

Prod Manager / Cheryl Soakis
Traffic / Kathy Goebel
Digital Artist / jayse
Art Director / Tim Varner
Copywriter / Kay Cochran
Acct Manager / Jim Stoeppel/Chase MacMillan

Prepared by
 radgers/townsend

©2006, All Rights Reserved. 310 630 8830
Date Prepared / 04/06/06

Schedule 2-45



It won't cost you anything to call before you dig.
It could cost you everything if you don't.

Beneath your property, natural gas lines bring affordable energy to your home. Hit one while working in the yard, and you could have an explosive situation on your hands. Before you pick up that shovel, pick up the phone and call Missouri One Call at 1-800-344-7483, and in Illinois call ILLIE at 1-800-892-0123 to determine where it's safe to dig on your property — and where it's not. Of course, natural gas safety matters indoors, too. If you detect the distinct rotten-egg odor of natural gas, leave the building immediately and call Ameren in Missouri at 1-800-552-7583, or in Illinois call 1-800-481-1154 from another location. Find out more at ameren.com. 365. And then some.



© 2016 Ameren Corp.

Gas Shovel - MO IL_11"x8.5"



**If you smell rotten eggs,
chances are you aren't smelling rotten eggs.**

Fact is, that distinctive odor isn't all it's cracked up to be. Because we add a rotten-egg scent to natural gas to alert you in the event of a gas leak, if you notice that telltale smell, leave the building immediately. Then call Ameren at 1-800-552-7583 in Missouri, or in Illinois, call 1-800-481-1154. And if you're making improvements to your yard, be safe and be sure before you dig. Call Missoury One Call at 1-800-344-7483, or in Illinois, call ILLIE at 1-800-892-0123. We'll help you locate the gas lines on your property to avoid the risk of fire or explosion. Find out more at ameren.com. 365. And then some.

Ameren

© 2006 Ameren Corp.

Gas-Meter - MO IL_11"x8.5"

LIKE I SAY ON TV, PLAY IT SAFE AROUND ELECTRICITY.



Hi, kids! I'm Louie the Lightning Bug. And I'm an expert on safety and electricity.

And you can be an expert, too, if you follow these rules:

Never fly kites or climb trees near power lines.



Around home, never use radios or hair dryers near baths or showers.



And don't put your fingers or other objects in electrical outlets.

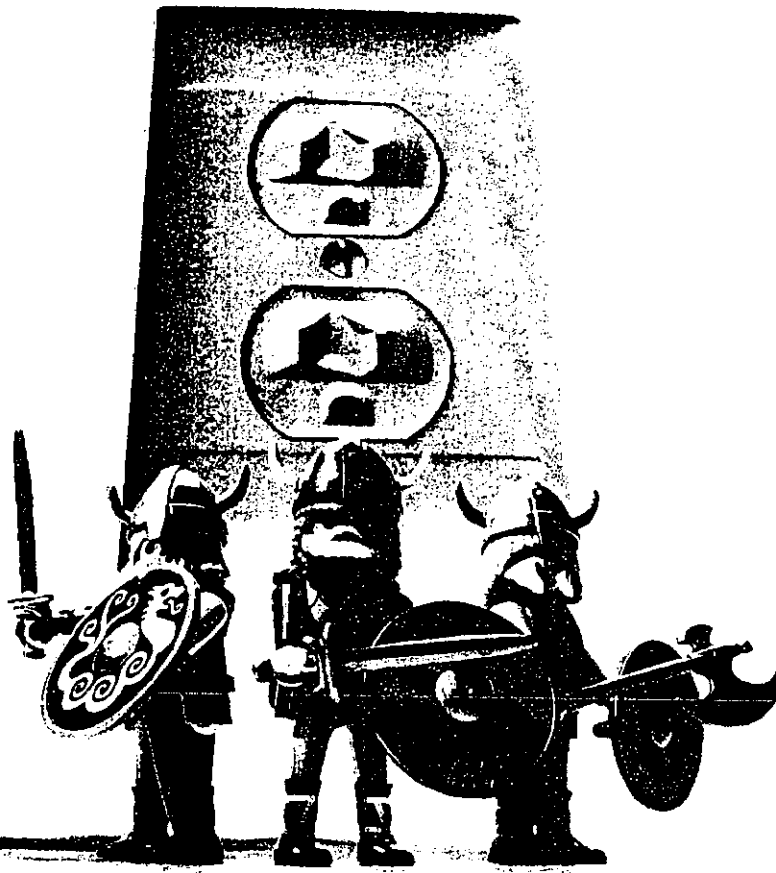
So please remember, gang. Play it safe around electricity.



365. And then some.

ameren.com

©2005 Ameren Corp.

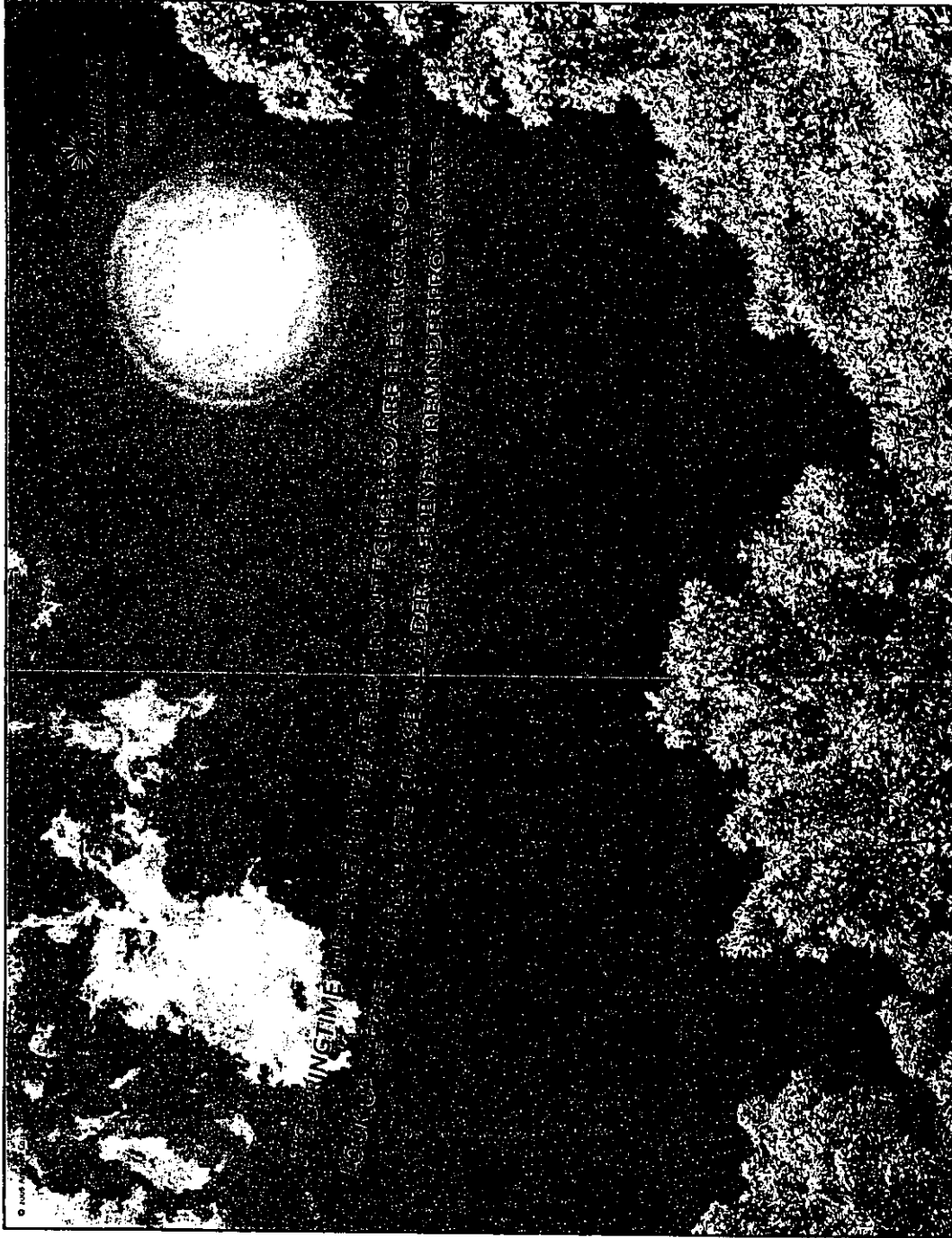


Keep children away from outlets. A friendly reminder from



ameren.com

©2006 Ameren Corp.



Electricity-Power Lines_11"x8.5"



Who would go out on a night like this?

WE DO.

...the very worst brings out our very best.



 **Ameren UE**

365. And then some.

© 2009 Ameren Energy Services, Inc.



Schedule 2-54



Schedule 2-55



More power to you.

Ameren is proud to support the communities we serve.



ameren.com

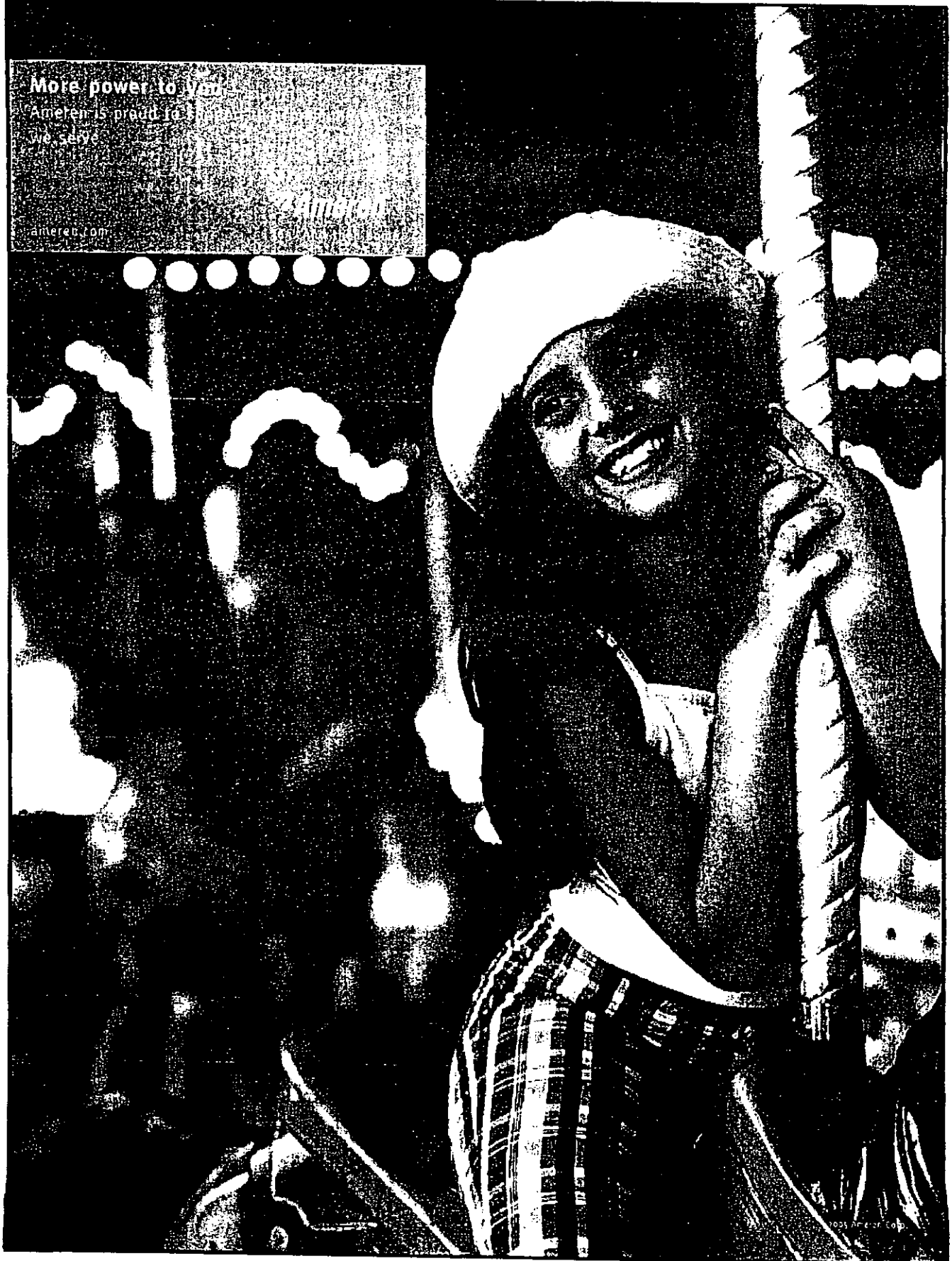
365. And then some.

More power to you.

Ameren is proud to

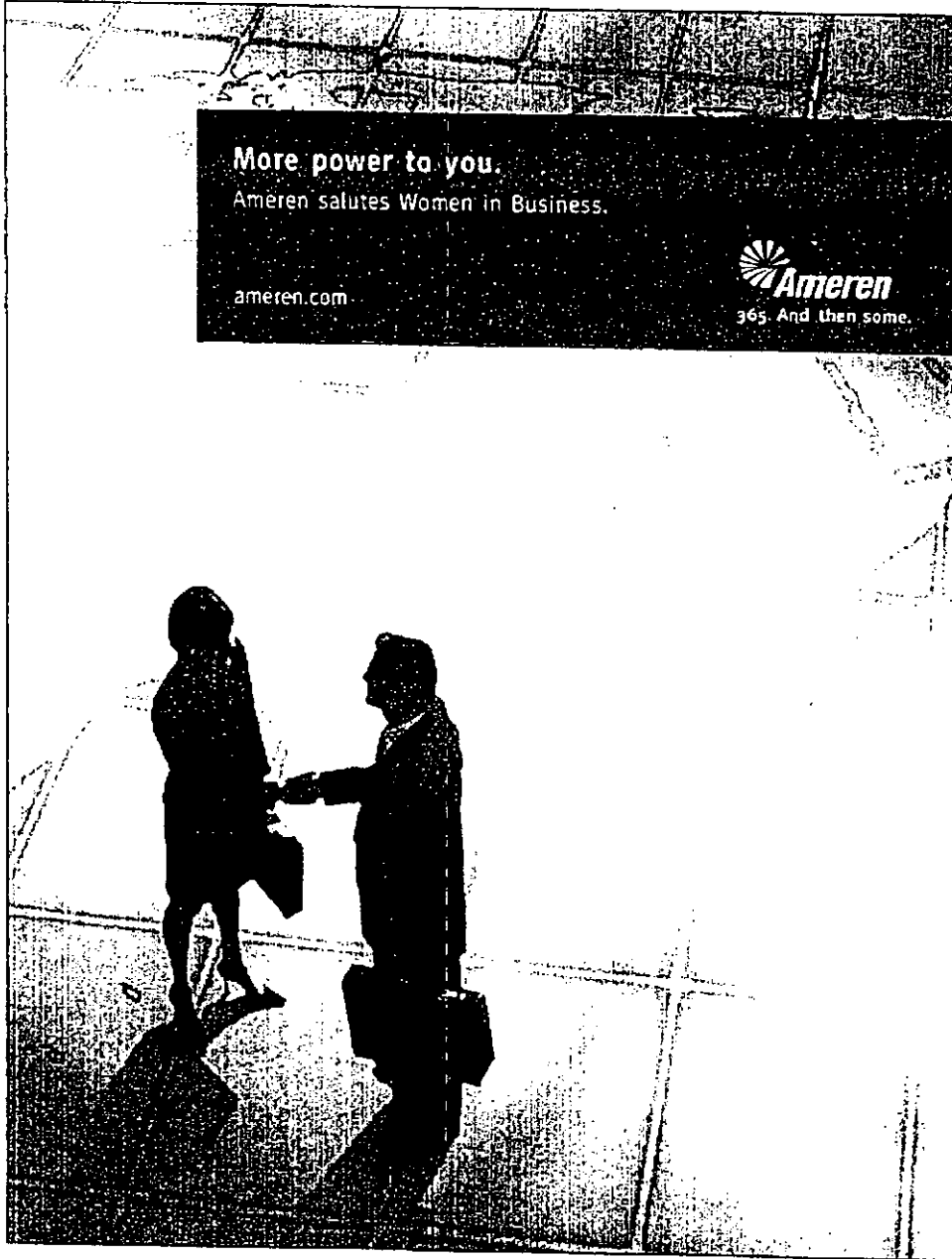
we serve

ameren.com



More power to you.
Ameren salutes Women in Business.

ameren.com





More power to you.
Ameren is proud to support the
communities we serve.



365. And then some.

ameren.com



© 2005 Ameren



Happy Holidays



365. And then some.

www.ameren.com

© 2005 Ameren Corp

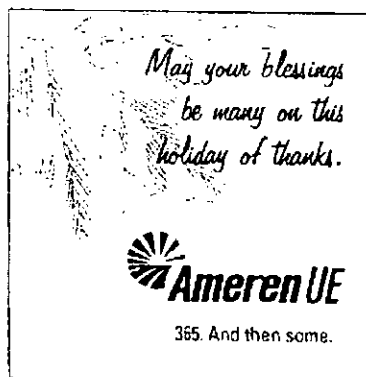
I have a dream that one day this nation will
live out the true meanings of its creed: "We do
to be self-evident: that all men are created
- Dr. Martin Luther King Jr.



*May your blessings
be many on this
holiday of thanks.*

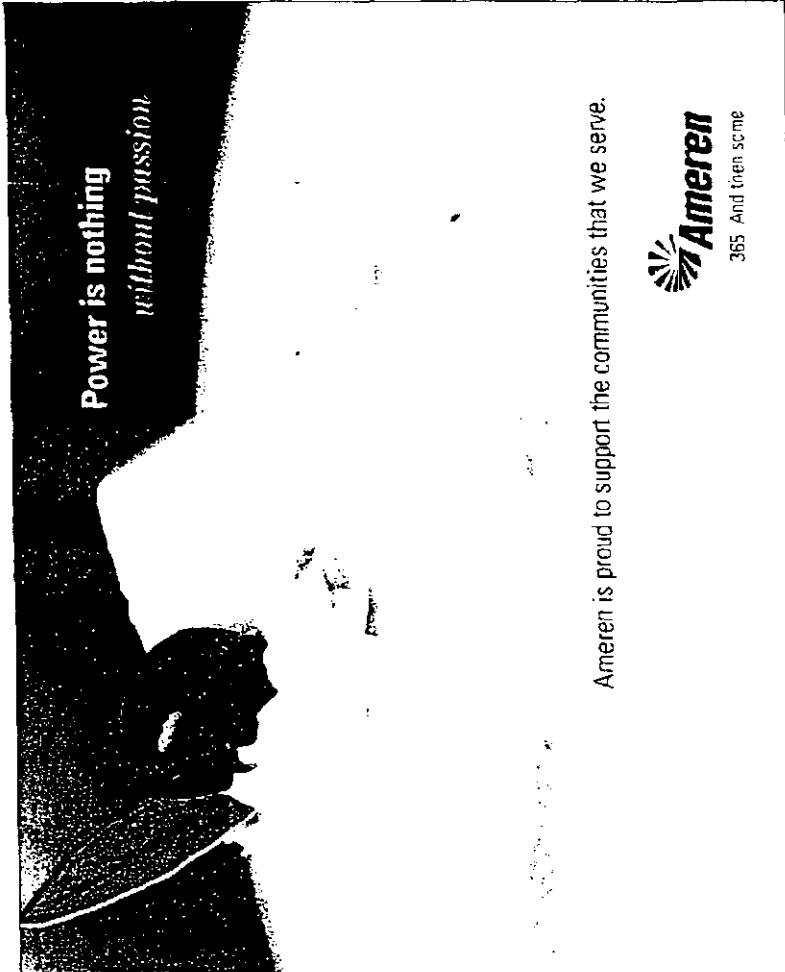


365. And then some.









Power is nothing
without passion

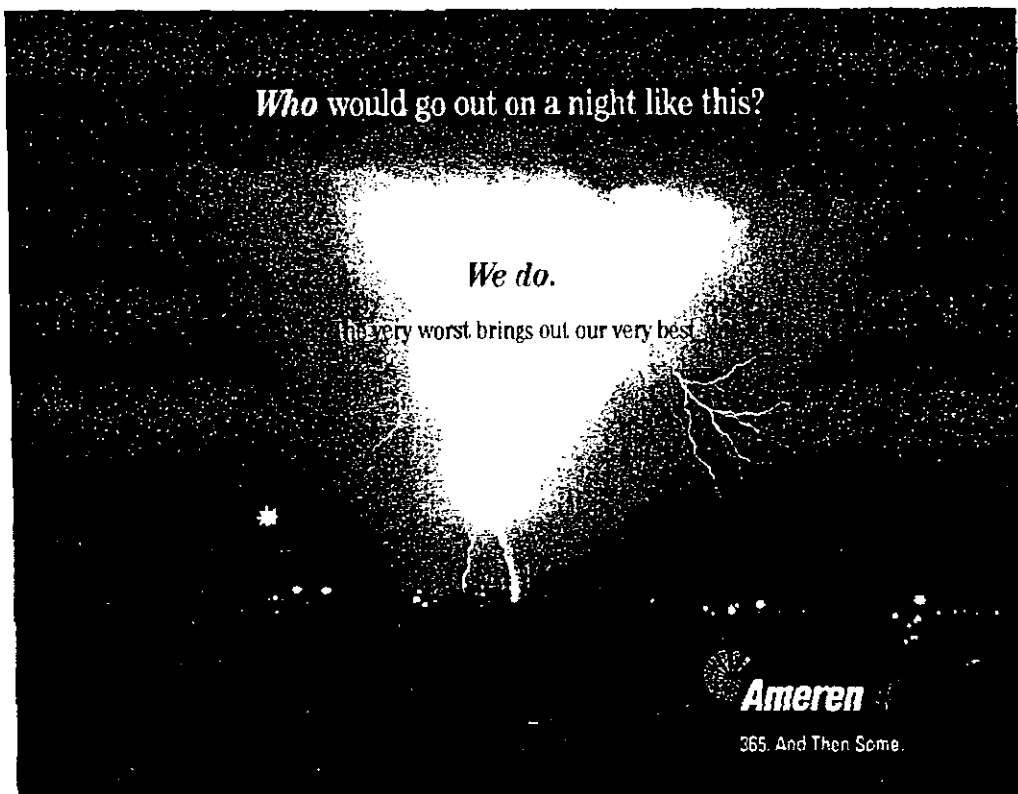
Ameren is proud to support the communities that we serve.

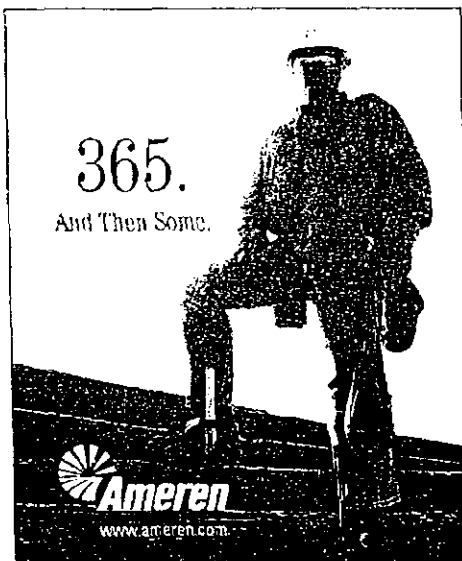
 **Ameren**
365 And then some



365. And Then Some.

www.ameren.com







A great leader deserves a great tribute:
We salute **Maureen Borkowski** for the energy and
direction she brings to **St. Louis**.

Congratulations, Maureen, for being named one of the Most Influential
Business Women of the Year in St. Louis. We're always proud when one
of our own is recognized by the communities we serve.

ameren.com



3373A1_Maureen0_7.625x10.375.indd 1

7/20/06 9:47:25 AM

Client: Ameren Corp.
Ad#: 3373A-1
Title: Salute Maureen Borkowski
Media: B/W Magazine
Size: 7.625" x 10.375"

Prod Manager: Cheryl Sparks
Sales: Katryn Goebel
Digital Artist: Robb Blackwell
Art Director:
Copywriter:
Art Manager: Les Smith
Date Prepared: 07/10/2006

DESIGNED BY



reagers | turner

www.reagers-turner.com

Richard Mark
Senior Vice President of Missouri Energy Delivery
Ameren Corporation

Whoever said one man can't make a difference never met
Richard Mark.

Congratulations, Richard, for being named a Distinguished Citizen by The St. Louis Argus.
We're always proud when one of our own is recognized by the communities we serve.



ameren.com

© 2006 Ameren Corp.

Client / Ameren Corp.
Ad # / 365B-A1
Title / Richard Mark
Media / B&W Newspaper
Size / 10.25" x 12.5"
Pub / St. Louis Argus

Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / Robb Blackwell
Art Director /
Copywriter / Mike McCormick
Acct Manager / Jen Smith
Date Prepared / 04/27/2006

Designed by



rogers/townsend

© 2006 All rights reserved. 301.437.7333

Schedule 2-72



For sharing his endless energy supply with St. Louis,
we applaud our own Brian Montgomery.

Congratulations, Brian, for being named the Monthly Small Business
Champion of the Year. We're always proud when one of our own is
recognized by the communities we serve.

 **Ameren**
385. And then some.

ameren.com

Client/Ameren Corp
 Art# / 3666A-1
 Title / Brian Montgomery
 Media / Q/W Magazine
 Size / 5" x 7"
 Print / St. Louis Sm BLS. Mthly

Prod. Manager / Cheryl Sparks
 Traffic / Kathy Goebel
 Editorial Art / JSM
 Art Director /
 Copywriter / Mike McCormick
 Acct. Manager / Jen Smith
 Date Prepared / 4/18/05

Prepared by
 **T/P**
 314.434.9900

Schedule 2-73

Richard Mark
Senior Vice President of Missouri Energy Delivery
Ameren Corporation



Whoever said one man can't make a difference never met Richard Mark.

Congratulations, Richard, for being named one of the Most Influential Minority Business Leaders in St. Louis. We're always proud when one of our own is recognized by the communities we serve.

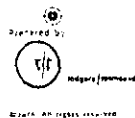
ameren.com



© 2006 Ameren Corp.

Client: Ameren Corp
A98 / 3541A1
Title: Richard Mark
Media: B/W
Size: 7.625" x 10.375"
Pub: St. Louis Business jnl

Prod Manager: Cheryl Sparks
Traffic: Kathi Goebel
Digital Arts: JSM
Art Director:
Copywriter: Mike McCormick
Post Manager: Jon Smith
Date Prepared: 1/23/06





Ameren

Client / Ameren
Adm / 3417-01
Title / River City Rascals

Media / Banner
Size / 10'x10' FINAL SIZE
10"x10" FILE SIZE 1"-1"

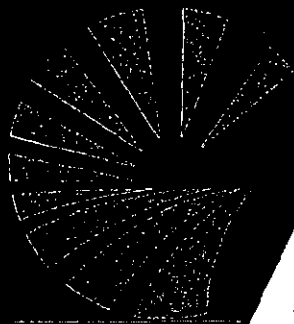
Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / Robb Blackwell
Art Director /
Copywriter /
Creative Director /
Asst Manager / Jim Stoeppler
Date Prepared / 03/28/2005

Prepared by



redberg lawnsend

© 2005 All rights reserved 314.438.9900



Ameren

Client / Ameren
Job# / 3417
Title / Section 20 and 24
Media / Banner
Size / 4'h x 4'w TRIM
FILE BUILT AT 50%

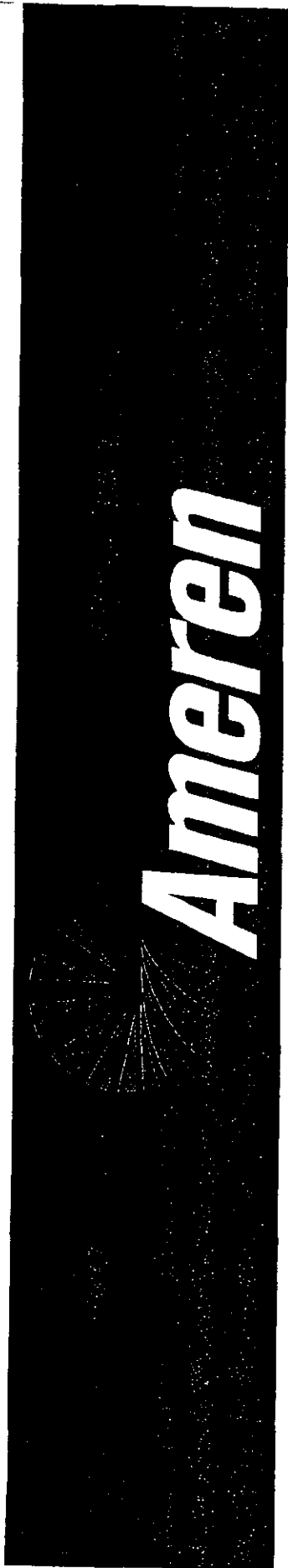
Prod Manager / Cheryl Sparks
Traffic /
Digital Artist / Joyce A
Art Manager / Jen Smith
Date Prepared / 5.6.00

Prepared by



rodgers/baumgard

©2000 All rights reserved 312.456.9999



Drawn: Ameren
Title: SKETCH 1 AND 13
Scale: 28" x 13" 1/8" THICK
FILE BUILT AT 25%

Produced by:

100% Ameren
100% Ameren

Produced by: JERRY SORRE
Title: SKETCH 1 AND 13
Scale: 28" x 13" 1/8" THICK
FILE BUILT AT 25%



Power is nothing without passion.
Ameren is proud to support the communities we serve.

ameren.com



Client/ Ameren Corp
Ad#: 310481
Title/ Power
Media/ B/W Magazine
Size/ 5" x 7"
Pub/ St. Louis Small Business
Monthly

Prod. Manager/ Cheryl Sparks
Traffic/ Kathy Goebel
Direct Artist/ Smith
Art Director/ Chris Taurisano
Copywriter/
Art Manager/ Jen Smith
Date Prepared/ 1/31/06

Prepared by



rogers/johnson

© 2006, AMEREN. ALL RIGHTS RESERVED.

Schedule 2-78



CONGRATULATIONS TO ONE OF OUR TOP EMPLOYEES.
IN ANY AGE BRACKET

Ameren is proud of Michael Moehn for making the *St. Louis Business Journal's* list of the *Top 40 Under 40*.

 **Ameren**

2005.12.15.001

Client: Ameren Corp
 Ad#: 13366A1
 Title: Michael Moehn
 Media: BW Business Intl
 Size: 7.625" x 10.375"
 Pub: St. Louis Business Journal

Prod. Manager: Cheryl Sparks
 Traffic: Kathy Goebel
 Digital Artist: Smith
 Art Director: Liz Forsythe
 Acct. Manager: Jen Smith/Jim Stoeppeler
 Date Prepared: 12/17/2005

Prepared by
 **redgar/hammond**
 © 2005 All rights reserved 312.436.9900

Schedule 2-79

CELEBRATING DIVERSITY



OUR DIFFERENCES STRENGTHEN US

Top Row: Paula Leckman, Brad Seals, Cliff Morris, Greg Coulson, Tony Swales, Bobb Phillips
Middle Row: Steve Parks, Tom Van, Mike Collins, Tom Lee, Susan Harvey, David John Montgomery
Bottom Row: John Neppelbaum, Pamela Cole, F. Howard Johnson, Jeffrey Morris, Michael Thacker, Tom Valley

Diversity at Ameren – Driven by a Vision

Ameren is honored to receive the St. Louis American Foundation Salute to Excellence in Business Corporate Diversity Award. We realize we are not alone in appreciating diversity. That is why it is such a privilege to be among the distinguished companies that have received this award.

Ameren, like many companies, has a corporate mission, vision and values. We also have both a *diversity mission statement* and a vision that guide us in our diversity efforts. That statement — “Celebrating diversity: Our differences strengthen us” — succinctly captures how diversity shapes the strengths and synergies gained from valuing a variety of perspectives, thoughts and work styles. For example, Ameren encourages its employees to contribute on their diverse backgrounds and experiences to make it a stronger company.

Because we work and live in diverse communities that have much to offer, Ameren also supports efforts to make those communities rich and vibrant. And our commitment to all cultures, viewpoints and lifestyles are respected and valued.

In addition to its mission, Ameren's diversity vision serves as a road map to achieving company objectives. That vision states:

1. Ameren is a place where every employee feels valued and respected.
2. 100 percent of employees use 100 percent of their potential.
3. Diversity of thought creates a synergy that produces a competitive business advantage.
4. Ameren is a positive corporate citizen and business leader in the community.
5. Ameren is the employer of choice of all members of the community.

Several initiatives are in place to support this vision. To succeed at making every Ameren employee feel valued and respected, as well as provide the tools that allow each of us to work to our full potential, Ameren provides a training program with courses that specifically address diversity issues for new employees, supervisors and management.

Each year, Ameren also designates a special day to celebrate diversity. On Diversity Day, Ameren celebrates with a corporate-sponsored video, posters, banners, international flags, multicultural food and music, speakers, and many other activities that emphasize what is special and unique in each of us.

In addition, the Ameren Corporate Diversity Council is charged with designing corporate initiatives that capture the energy and creativity found in a diverse organization and that foster an environment of respect and engagement. Through the Diversity Council, Ameren works to drive the vision of diversity and the message of inclusion to all levels of our company.

We take seriously our role as a business leader and corporate citizen in the communities we serve. We know that the decisions we make can affect our communities and supplement the positive efforts underway. Through our community relations and minority supplier programs, we are investing in the development of even greater diversity throughout this region.

For example, each year, Ameren's minority supplier program purchases millions of dollars of goods and services provided by women- and minority-owned businesses. Ameren has doubled the amount the company spends with these suppliers in each of the past three years. Our goal for 2015 is to move that number up to include more women- and minority-owned businesses in Missouri and Illinois.

Through community outreach, we support organizations that make a positive impact in our communities. For example, Ameren has supported the St. Louis Black Repertory Company, the Urban League, the Maroons-Duckey Boys and Girls Club, and the Komen Race for the Cure.

Finally, Ameren strives to be the employer of choice for all members of our community. Ameren believes that people are the foundation of our success and the key to achieving our vision. And we know that the more perspectives, opinions and viewpoints we can bring to the table, the more effective our decisions. Therefore, ensuring that we are able to attract, promote and retain the best people representing all members of our communities is important to our success.

This mission and vision will continue to guide us as we work to integrate diversity of thought, backgrounds and people throughout Ameren.

We are humbled to be awarded with the outstanding work of the many organizations that have been dedicated to increasing diversity and serving diverse populations throughout our region. We are also proud to be associated with the hard work of the St. Louis American.

We will diligently continue our work in this area — determined to earn stronger performance by the honor of this prestigious 2015 Corporate Diversity Award.

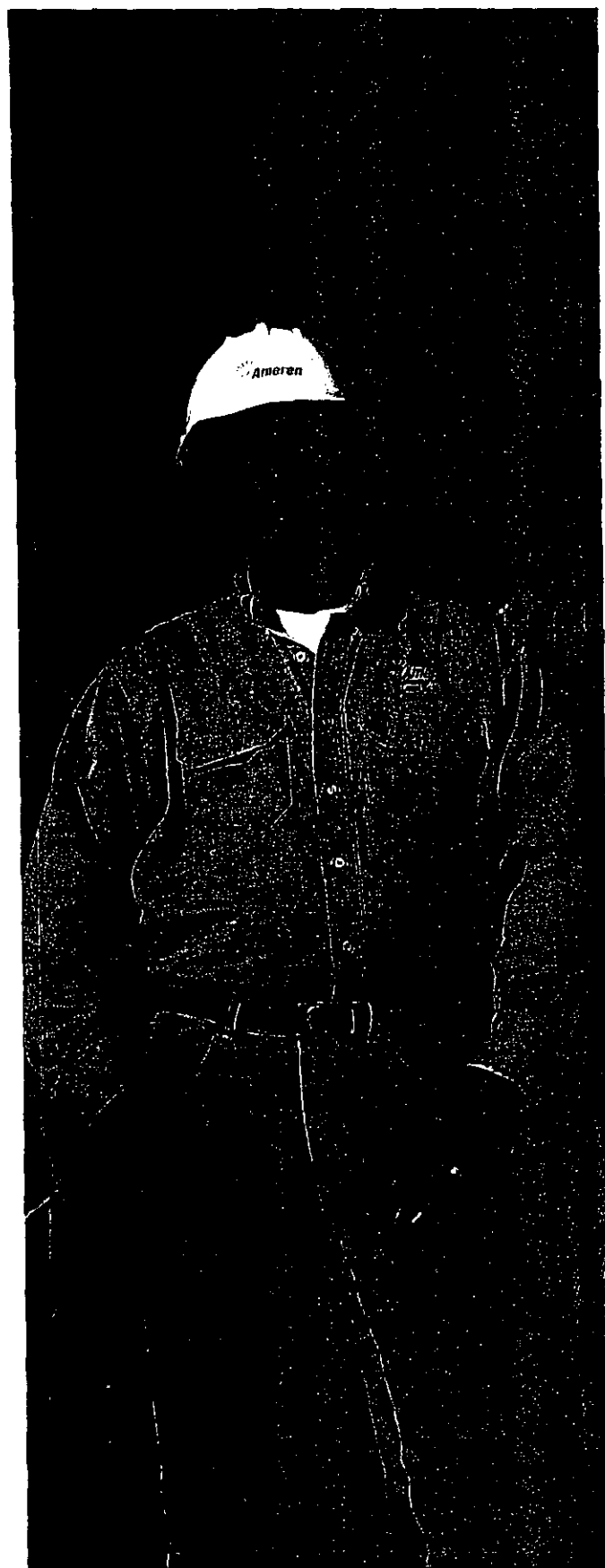
Sincerely,

Gayle F. Rainwater

Gayle F. Rainwater
Ameren Chairman, President and Chief Executive Officer







Small, illegible text and a circular logo at the bottom left of the page.





365. And then some.

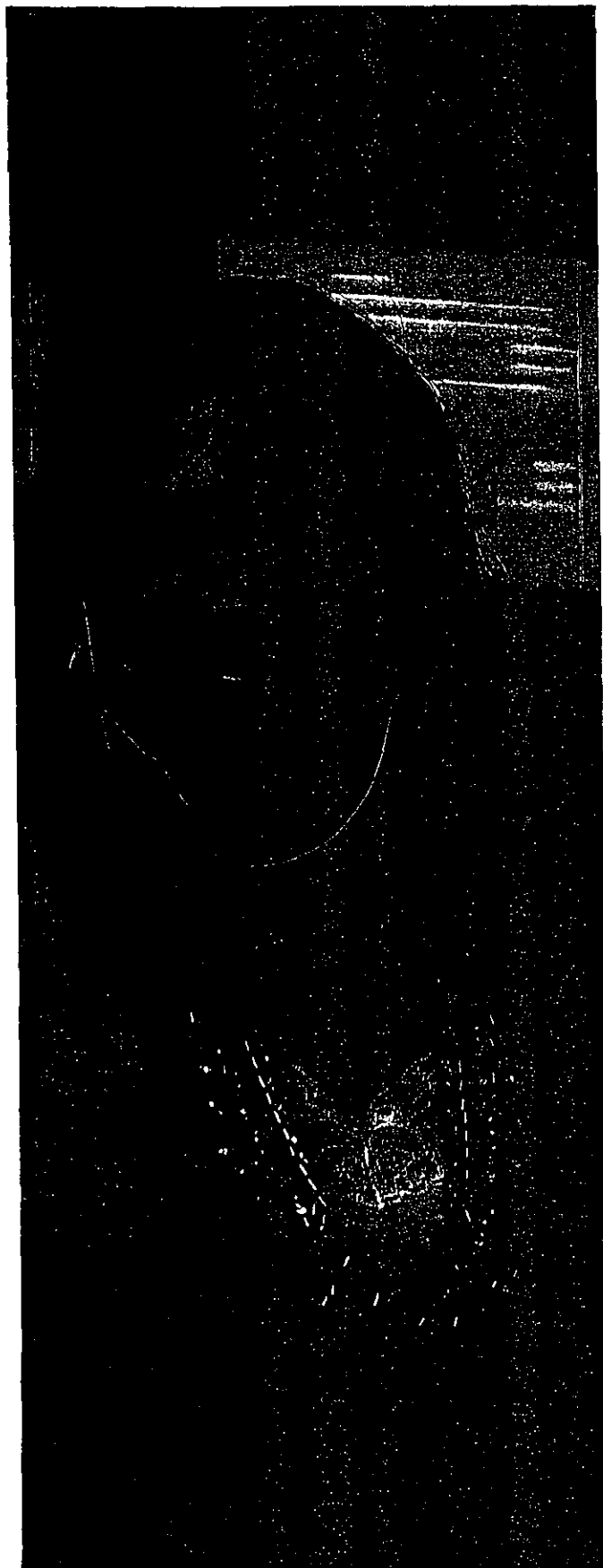
**ROLLING
UP
OUR
SLEEVES.**

**RELIABLE
POWER.
RELIABLE
PEOPLE.**

© 1986
Schedule 2-86







Small, illegible text or markings at the bottom left of the image.

**HOLDING
DOWN
YOUR
COSTS.**

© 1990 The McGraw-Hill Companies
All rights reserved. Printed in the United States of America.
This publication is a registered trademark of The McGraw-Hill Companies.
ISBN 0-07-050000-0

Low costs. Broad shoulders.



FILE BUILT @ 50%



Ameren Energy Services
1000 North 1st Street
St. Louis, MO 63102
Phone: (314) 380-1000
Fax: (314) 380-1001
www.amerenenergy.com

Don't lose a single dollar.
Add 1% to your bill.
You'll have more money
to spend on what you want.
Call 1-800-444-4444



Ameren

0-7-68

(S)

Carol A. Adams, Copyright © 1997 Age: 13, 2014 Total Average: 100.00% in class Name: Carol Sex: F, 14, 4.8	Total Average: 100.00% in class Name: Carol Sex: F, 14, 4.8
--	---

Delivering low-cost electricity through it all.



Ameren



Ameren Energy Company
Electric and Gas Division
1000 North 1st Street
St. Louis, MO 63102
www.amerenergy.com

Ameren Energy Company
Electric and Gas Division
1000 North 1st Street
St. Louis, MO 63102
www.amerenergy.com

[illegible]

Delivering low-cost electricity through it all.



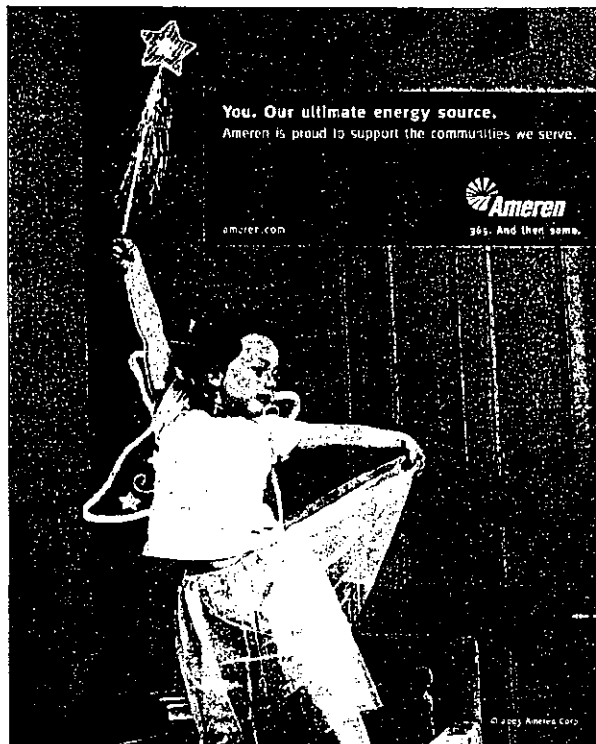
Ameren

Ameren Energy Services, LLC
 1000 North 1st Street
 St. Louis, MO 63102
 (314) 381-1000
 www.ameren.com

Ameren

Reminds
you
to give
generously
to The
Salvation
Army
this year





You. Our ultimate energy source.
Ameren is proud to support the communities we serve.



ameren.com

gas. And then some.

© 2005 Ameren Corp.

Client / Ameren
Art / 314BA1
Title / "You"
Media / B/W Program Ad
Size / 4.8"x6"
Pub / KRCG Guide

Prod Manager / Cheryl Sparks
Traffic / Kathy Guevre
Digital Arts / Evan Willnow
Art Director / Luke Partridge
Copywriter / Kay Cochran
Acc'l Manager / Chace McMullan
Date Prepared / 08/31/2005

Prepared by



rogers/jones

© 2005 All rights reserved. 314-314BA1

Schedule 2-97

ameren.com

© 2000 Ameren Corp.

Reliable, affordable electricity. All in a day's work.

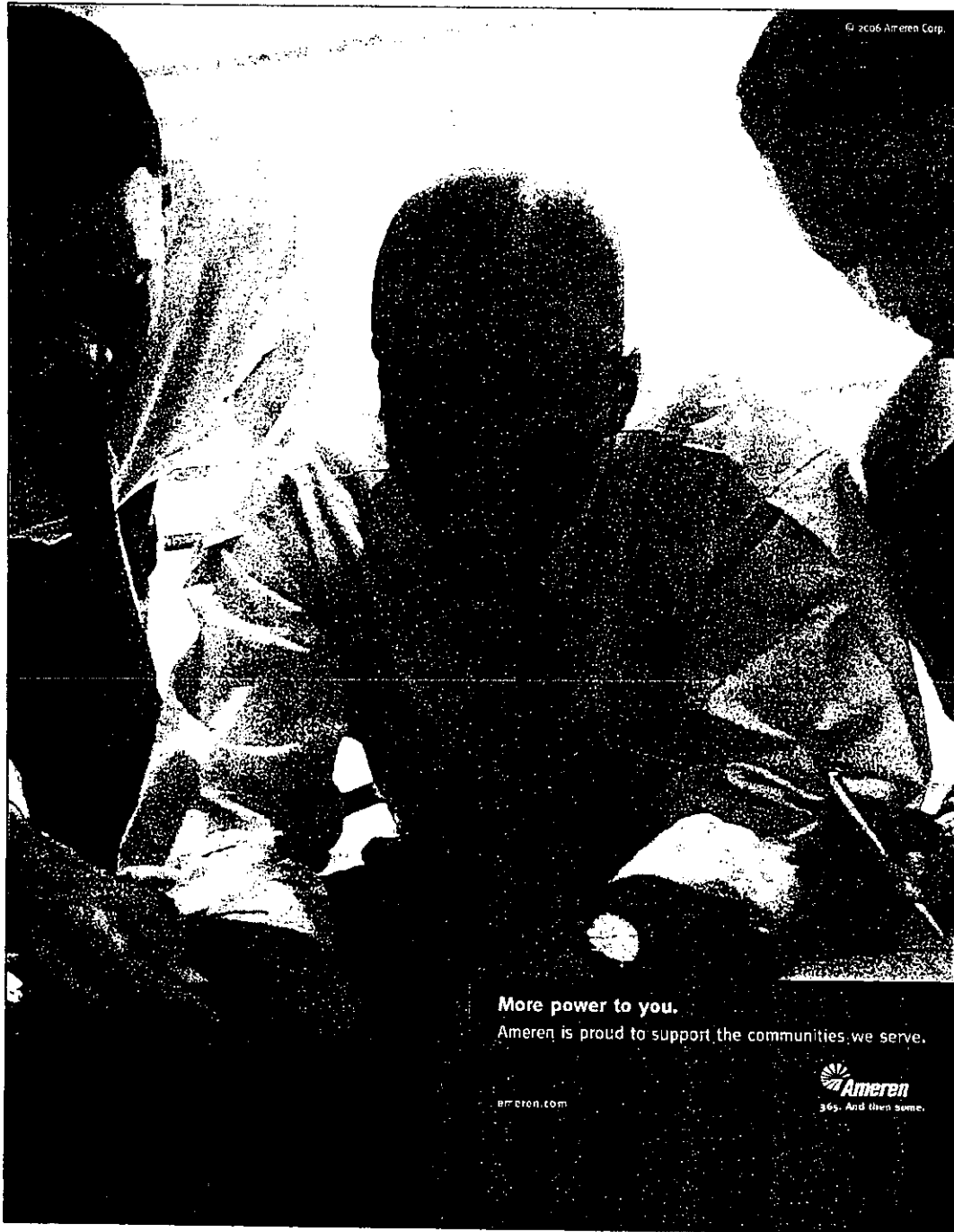
We work hard every day to ensure our customers have the most reliable energy service at the lowest possible cost. Since 1998, we've invested nearly \$2.6 billion in infrastructure improvements and system maintenance to enhance reliability in Missouri and Illinois.

At Ameren we look forward to serving you today, and for all those days to come.



Reliable_11"X8.5"

© 2006 Ameren Corp.



More power to you.
Ameren is proud to support the communities we serve.

ameren.com

 **Ameren**
365. And then some.

More power to you.

Ameren is proud to support the communities we serve.



ameren.com

365. And then some.



Client / Ameren
Ad# / 3112B1
Title / "More Power"
Media / B/W Program Ad
Size / 3.5"x9.625"

Prod Manager / Cheryl Sparks
Traffic / Kathy Goebel
Digital Artist / Evan Willnow
Art Director / Luke Partridge
Copywriter / Kay Cochran
Acct Manager / Chace McMullan
Date Prepared / 09/09/2005

Prepared by



rodgers/townsend

©2005 All rights reserved. 3112B1-0000
Schedule 2-100

Power is nothing without passion.
Ameren is proud to support the communities we serve.

ameren.com

 **Ameren**
36%. And then some.